TWOPENCE

JOHN BULL

OVER A MILLION CERTIFIED SALE

Registered at the G.P.O. as a Newspaper.

Postage all over the world, 1d.

WHO WANTS A DOG FIGHT?

by JOSEPH McCABE

During the cold days of March

watch these danger signals

THROAT SORENESS, shivering and sneezing—you know the symptoms of coughs and colds. Never neglect them. All too readily these lung troubles develop into chronic complaints and sometimes dangerous ills if action is not taken at the first warning.

Take VENO'S at the first warning

STRAIGHT AWAY, from the first dose, have the benefit of this reliable remedy. Veno's gained the name LIGHTNING because it *speedily* checks the course of a cough or cold, soothes and cures almost overnight. Hundreds of thousands have proved this.

Veno's saves many a heart-ache.

VENO'S is a faithful friend of the busy modern girl. Few nowadays can afford to waste time nursing a cold—the calls of the office, shop or factory have to be answered and the full programme of social engagements must be fulfilled or disappointments result.

AND SO it has become the habit of many wise women to keep a bottle of Veno's handy—ready to take at the first sign of a cold. It's a splendid "safety first" idea which pays handsomely. You can rely on Veno's—on the speed and sureness of this famous and ever trustworthy medicine.

VENO'S *for* COUGHS, COLDS, BRONCHITIS, ASTHMA, SORE THROAT, CHILDREN'S COUGHS.

TESTED JB

DON'T TAKE A CHANCE TAKE VENO'S 1/3

What Made Her Hair Grow?

Read Her Letter for the Answer

"My hair fell out," writes Mrs. Hillman, "leaving only one patch. I was under hospital care for months. But my hair would not grow again.

"Then I used Kotalko—and now I have a fine, thick growth of hair, as you can see by my photograph." Men also who were bald-headed for years report new hair growths by using KOTALKO. Many testimonials from men and women.

TEST BOX

If you have dandruff, or are losing hair, or if you are nearly or entirely bald, use or copy the Coupon below.

To JOHN HART BRITTAIN, LTD., 2, Percy Street (83 K.H.), London, W.1.

Please send me, post paid, Testing Box of KOTALKO with directions, for which I enclose 3d. in stamps.

NAME .....

ADDRESS .....

THE WORLD'S GREATEST CYCLE OFFER

£10 to £6

B.S.A. 2-SPEED GEAR

DUNLOP

REMOLD

MIDDLEMORE'S

£8:0:0

BACK TO HEALTH

If your nerves are irritated and ill-nourished, if your vitality is on the wane—blood pressure too high—arteries and tissues getting choked with acid waste, or there is a hint that you are not getting the best out of life, you should send 1½d. to I. SCOTT, 47, Huddlestone Rd., London, N.W. 2, for a free copy of *Back to Health*. There you will find "Health sense" which will really get you well, simply and inexpensively.

Needless Surgery

NOSE and THROAT should not be operated upon until you have read my booklet on the *modern system of non-operative treatment* of nasal and throat troubles. Save yourself needless suffering and needless expense. Booklet FREE. Send 1½d. for postage. Consultations daily. Advice by post.

PHONE Langham 3240.

Lt.Col.Kynaston M.D., L.R.C.P., M.R.C.S., late R.A.M.C.

Room 2, Langham House, Regent St., London, W.1

"JOHN BULL" FREE INSURANCE GIFT.

FIRE TRAGEDY

Mother gives life for her Children.

There was a poignant episode in the tragedy when a ladder which was fetched proved to be too short to allow the entrapped inmates to escape.

JOHN BULL PAYS

£500

"John Bull" has forwarded to Mr. Hilliard, 7, Walters Crescent, Northumberland Road, Hull, a registered reader, a cheque for £500 on account of the death of his wife, who perished in the flames, under the most tragic circumstances. Particulars are given on page 18. This amount represents the Benefit provided under our Free Insurance Gift in case of death of the registered reader or his wife as a result of an outbreak of fire in the home. "John Bull" also provides benefits on account of Damage to the contents of the Home by Fire, Storm, Flood. Also Sickness and Accident Benefits.

132 other Benefits Paid this Week.

CUT HERE.

POST THIS COUPON TO "JOHN BULL."

To "John Bull" Registration Department, Tower House, London, W.C.2.

I have sent an order form to my newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

Reader's Name..... Age.....
in full, (CAPITAL LETTERS.)

Address .....

.....

Reader's Signature.....

Name and Address of Newsagent.....

.....

Date..... .....

Use 1d. stamp. Don't send envelope. A certificate setting out the full benefits and conditions and entitling registration will be sent if 1d. stamped addressed envelope is enclosed for return.

PLEASE WRITE CLEARLY. J.B. 26/3/27.

CUT HERE.

HAND THIS COUPON TO YOUR NEWSAGENT.

To (Name of Newsagent).....

Address .....

.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature .....

Address .....

Date..... .....

PLEASE WRITE CLEARLY. J.B. 26/3/27.

JOHN BULL Pen Coupon—Value 2/-

This Coupon will be accepted as 2d. in part payment of the "John Bull" 5/- Lever Self-Filler Pen with which is presented FREE a 2/6 Ever-Pointed Pencil. Additional Coupons in any number up to five (six in all), ANY DATES, may be cut from "John Bull" and will be accepted in part payment. Thus you may send six Coupons and p.o. for 4/6 (which includes postage and Insurance). Pocket Clip 6d. extra. Cross cheque/p.o. "& Co." and make payable to "John Bull." State if fine—medium—broad nib required.

JOHN BULL, Pen Dept., Long Acre, London, W.C.2.

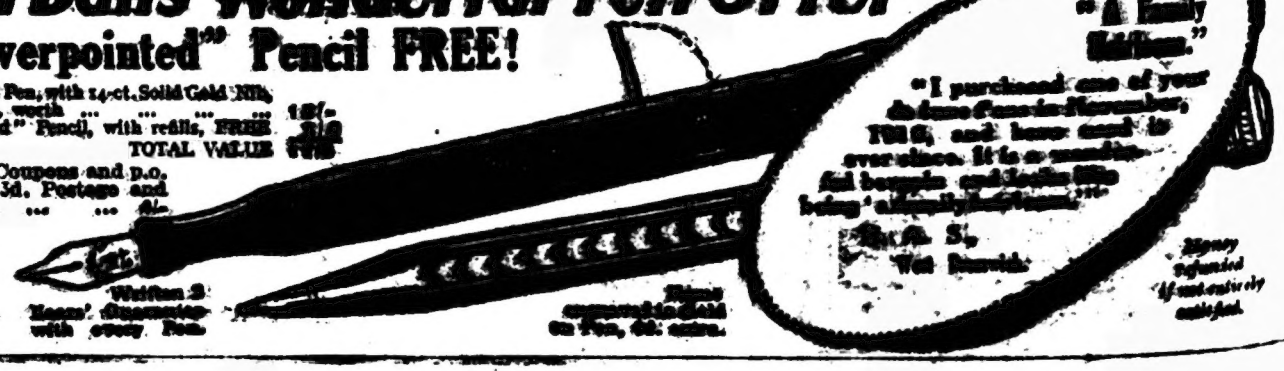
John Bull's Wonderful Pen Offer

2/6 "Everpointed" Pencil FREE!

The "John Bull" Pen, with 14-ct. Solid Gold Nib, Iridium tipped, worth 12/-
2/6 "Everpointed" Pencil, with refills, FREE 2/6
TOTAL VALUE 14/6

You send Six Coupons and p.o. for 4/- (plus 3d. Postage and Insurance) 4/-

YOU SAVE 13/6



Written 3 Years' Guarantee with every Pen.

Money refunded on Pen, 6d. extra.

"A Family Edition."

"I purchased one of your Pens from Nicholson, Fulwell, and have used it ever since. It is a wonderful bargain, and I shall be [illegible] being 'absolutely [illegible]'."

[illegible] St., West Ham.

Money refunded if not entirely satisfied.

Eat More Seaweed!

New Life from the deep!

"SEA-VITOID" Tablets

Trade Mark

The new Vitamin-Seaweed tonic tablets. Based on highly scientific principle of blood and nerve nourishment. They contain in their natural state all the elements essential for good health.

VITAMINS.—It has been proved conclusively that the body cannot develop without Vitamins in the food. Cod Liver Oil is supposed to be richest in this health-giving juice of life, but as the cod is assumed to obtain his supply from seaweed, by taking Sea-Vitoids or Seaweena you obtain a direct supply from the initial source.

STOMACH.—Sea-Vitoid tablets are slightly laxative and will correct irregularities of the bowel such as temporary constipation, bringing the functions to complete normalcy after a short treatment. The treatment is also effective in removing the cause of diarrhœa, cramp, colic, etc., giving a soothing feeling to the disturbed organs.

NERVES.—In the milder cases, such as Neurasthenia, Neuritis, Hysteria, Forgetfulness, lack of concentration, shyness, etc., the treatment has a decidedly soothing and quieting effect, especially in cases of sleeplessness. Two tablets taken with water three times a day with meals should give beneficial results.

BLOOD.—Sea-Vitoid tablets are quickly absorbed into the blood with clarifying effect through the pancreas, liver and kidneys, the result being a decided improvement throughout the entire system.

TONIC.—Whenever you feel that you need a quick action tonic pick-me-up swallow 2 Sea-Vitoids with water or milk and the beneficial result will be manifest in a few minutes. For a continuous tonic treatment 2 tablets with every meal will show improvement in the general health day by day.

DOSES.—Take 2 tablets with plenty of water or milk, and relief will be obtained in a few minutes in cases of headache, toothache, earache, stomach-ache, cramps, indigestion, acidity, gastric disturbance, menstrual pains, neuralgia or pains of any description. Repeat one tablet every hour if necessary until pain has entirely disappeared.

Two tablets before breakfast and one tablet every hour thereafter if necessary will dispel all liverish conditions, such as lumbago, sleeplessness, lassitude, biliousness, giddiness, depression, tired feeling, drowsiness, brain-fag, lack of ambition, general heaviness, inclination to vomit, and all temporary disorders of the liver, kidneys, pancreas and intestinal tracts.

Two tablets taken every three hours will relieve colds, fever and influenza, reducing the temperature, sneezing and coughing, and dispel other unpleasant symptoms.

Sea Vitoid tablets produce in a few minutes a brisk, snappy feeling of exhilaration and energy and as a tonic pick-me-up they have no equal.

FREE

Send postcard for free treatise on the various ailments which respond to seaweed treatment. Also Booklet, "Seaweed and Its Story," by Dr. W. J. Melhuish, D.Sc., Ph.D.

From all Chemists, or by post, 1/3 per packet.

Health from Seaweed!

1/3
Per Packet.

Extract from "Daily Express," October 4th, 1926.

Sea-Breeze in an Oyster.

IODINE IN EVERY SWALLOW.

LIFE-LENGTHENER.

"Swallow an oyster and get that sea-breeze feeling," will probably be the new slogan of Whitstable and Colchester.

Scientists have discovered that oysters contain so much iodine that they probably rank with Vitamin A as the two great life-lengtheners among foods.

There is 200 per cent. more iodine in oysters than in milk, meat or eggs.

The true, the valiant oyster-swallowers declare that Napoleon fought his best battles on a "daily dozen." He said they made him feel fit. The modern scientist says the same.

VITALISER.

Iodine is one of the greatest of all vitalisers.

"One goes to the sea for iodine and to seaweed," said a doctor in discussing the discovery with a "Daily Express" representative last night. "It seems probable that one would also find iodine in a sea animal, such as the oyster."

Medical men, however, have not hitherto shared, in their official capacity, the enthusiasm of Napoleon and other oyster lovers.

Digestibility has been admitted, but not much more in the way of virtue. Doctors have generally prescribed oysters for convalescents, with their finicky appetites.

People who imagine that they feel braced after their daily dozen will now know that the sanction of science follows each slippery swallow.

Guaranteed to Relieve

Headache, Indigestion, Neuralgia	5 minutes
Flatulence, Out-of-Order Stomach	10 minutes
Biliousness, Liver, Giddiness	15 minutes.
Depression, Nerves, All Pains	15 minutes.
Tired Feeling, Lack of Energy	15 minutes.
Colds, Influenza, Fever	Overnight,
Constipation, Sleeplessness	"
Rheumatism, Gout, Neuritis	Quickly.
Anæmia, Skin Blemishes	"
Antidote for Goitre	"

OUR GUARANTEE

We cannot, nor have we any desire to assume that the seaweed treatment will cure in every case, but we are sure that in a very large percentage of cases there will be a marked improvement in the general health. All we ask of you is to obtain a 1/3 packet of Sea-Vitoids from your chemist, or by post, take the entire contents as directed, and if you are not thoroughly satisfied with the beneficial results, post us the box and we will immediately refund your money and ask no questions!

HYGIENIC FOOD PRODUCTS, Ltd.
57a, HOLBORN VIADUCT, E.C.1.

LAST FEW DAYS

Closing March 31

BLIND CHILDREN'S BALLOT

In aid of the

ELLEN TERRY NATIONAL HOMES FOR BLIND DEFECTIVE CHILDREN

£1000 for 1/-

(OVER 90 OTHER MONEY PRIZES)

PRIZES:

FIRST PRIZE	**£1,000**		
Second Prize	£500	20 Prizes of	£10
Third Prize	£100	20 Prizes of	£5
Fourth Prize	£50	50 Prizes of	£1

The Prize Money has been deposited with the Bankers of the Fund.

100% of the profits of this Ballot are being handed over to the Ellen Terry National Homes.

SEND IN YOUR BOOKS

Tickets 1/- each

Or Book of 12 Tickets - 10/-

This Ballot has been organised on behalf of the Ellen Terry National Homes for Blind Defective Children, and funds are urgently needed. The greatest appeal to charity to-day is on behalf of the Blind, but when it comes to Blind Defective Children the appeal becomes of far greater urgency.

Send for a 1/- Ticket and help on this appeal in its splendid work. The Ballot is a popular one, and can be entered into by man, woman and child. By purchasing a ticket you may win £1,000.

The Manager,

BLIND CHILDREN'S BALLOT,
21, Corner Buildings, 47, New Oxford St., London, W.C.1

WHEN SENDING
Write name and address in block letters. Give exact description of goods required. Send money and Treasury Notes by registered post. Always mention JOHN BULL

THE MAIL ORDER MARKET

A Perfect Postal Service for Bargain Hunters

PAY FOR YOUR EASTER SUIT AS YOU WEAR IT

Gent's Suits made to measure in the latest styles of cloth, perfectly tailored. Pay 7/6 down and the rest in easy monthly instalments until you have paid in all **52/6**

Before placing your order elsewhere write for Patterns. Catalogue and simple Self-measurement Form.

J. B. THORNE & Co
36, LANGHAM ST, LONDON, W.1.

LIFE SIZE.
RICH BROWN
SEPIA ENLARGEMENTS
20 x 16

These make ideal Easter gifts and birthday presents. Reproduced within 10 days from any photo, snap, group or film. Take advantage of this astounding bargain. Send stamped addressed envelope for return of original. Also put name on all photographs.

1/9 Post Free

Satisfaction Guaranteed

THE REGENT SEPIA ART STUDIOS
Dept. D.1, 18, Regent St., London, S.W.1.

Daintiear
Worthy of the Occupant

SALE!

During our Sale we are authorised by the makers to offer a limited number of genuine Daintiears at substantially reduced prices. This £5 5 0 model as illus. for

£2.19.6

(or 6/- monthly).
Ribbed Cushion Tyres, 10/6 extra.
Numerous other models at similar reductions.
Send at once for illustrated list post free from

VICTORIA CYCLE and CARRIAGE CO.,
Dept. P.30, 11, Victoria St., Westminster, S.W.1

THIS SUPERIOR CHARLESTON UKULELE

You can learn to play in 1 hour.

FOR **2/6** down.

COMPLETE PLAYING AND TUITION OUTFIT

One payment of 2/6 secures this glorious Jazz Instrument. Fill your home with popular plantation melodies by means of free lightning Self-Tutor. Handsome instrument, mahogany-polished Cedar, curved back, natural Cedar fingerboard with mother-o-pearl inlay, rosewood pegs. 2/6 with order, 2/6 on delivery following receipt of instrument, then 5 weekly payments of 2/- (12/- in all). SEND TO-DAY.

F. HAND & CO., 30, New Oxford Street, London, W.C.1.

KNITTERS WANTED

To Work Imperial Knitting Machines at Home. No experience necessary.

You can earn £2 to £3 a week comfortably working for us at home with an IMPERIA KNITTER making Socks, &c. **WE GUARANTEE TO BUY YOUR WORK AT GOOD RATES** or you can sell to private customers and **START A BUSINESS OF YOUR OWN**; even in odd moments it is easy to make a pound or more weekly. The Imperia Knitter means a sure and steady income.

Write to-day for FREE ILLUSTRATED BOOK and our WORK BUYING GUARANTEE.

THE IMPERIA HOSIERY MFG. CO., LTD.
(Dept. J.B.), 97, Gray's Inn Rd., London, W.C.1.

HYDROLEUM
FLOOR COVERING

Every Roll is two yards wide

Thicker than high-priced Cork Lino. Guaranteed rot, damp and vermin proof, easily cleaned. For stone, brick damp or ordinary wooden floors. Send for free samples.

PRICE ONLY **15/-** PER ROLL OF **72** SQUARE FEET

HAWKEN & Co. DEPT 122 WARDOUR ST J.B.33 LONDON, W.1.

THIS WEEK'S BARGAIN

An extra quality Tennis Racket. Two Tournament standard Tennis Balls in a handy Net AND a waterproof Head Cover for ONLY **21/-!**

Send for this amazing bargain TO-DAY. We guarantee satisfaction or your money refunded. Send weight and size of grip required. All standard sizes stocked. Agents for SLAZENGER, WISLEY, DAVIS AND HENLEY RACKETS AND BALLS.

The Racket offered is better than many sold elsewhere for much more. Of best workmanship and finish, you will find it of superior quality and very hard wearing.

Write to-day to:—Sports Dept.,
Kingsway Radio Ltd.,
92, Cannon Street, E.C. 4.
Established for 3 years.

Get it for Easter!

IMMEDIATE DELIVERY GUARANTEED

British Made
PORTABLE GRAMOPHONE

EXCELLENT tone & volume. Plays all sizes of records. Ready when lid is raised. Carries 8 records. Weighs only 9 lbs. Strong case, covered black leatherette. A really reliable instrument of good appearance, and a bargain at the price. *Satisfaction or money back.*

J. FOSTER & SONS
97 Seven Sisters Rd., HOLLOWAY, N.7

SEND NOW

38/6 CARRIAGE PAID

WRITE FOR THIS ILLUSTRATED PRICE LIST FREE!

Shopkeepers & Beginners Make these Profits YOURS!

FOR Drapery, Boots, Gowns, Hosiery, etc., we specialise in supplying quick-selling lines for Small Shopkeepers, Marketmen, Tallymen and Clubholders. Keep your customers and get repeat orders by selling "Halbur" Brand Goods. Satisfied customers are keeping us busy. May we serve you?

HOUNDSDITCH WAREHOUSE CO.,
53-54, Houndsditch, London, E.1.

PLUS FOUR SUITS

Scotch made from pure all-wool Homespun Tweeds, 30 varieties of fashionable weaves & colourings. Perfect tailoring & accurate fit. For sizes 35 to 45 inch chest.

48/6

ST. ENOCH HOUSE
ARGYLE STREET, GLASGOW.

Big Wireless Bargains.

"SERANADA"
LOUD SPEAKERS, 18/-

15/6 R & H Pirzon, 4,000 ohms 7/6 British Make.

(Component Parts, Box and Chart for assembling.)

	£ s. d.
1 Valve	0 15 6
2 Valve Loud Speaker Set	1 5 0
3 Valve Resistance Coupled	1 12 6
60 Volt Wet H.T. Batteries	0 15 6
Genuine Sterling Variable Condensers, .001, .0003, .0005	0 5 0
Marconi Crystal Sets	0 7 6
Marconi One-Valve Amplifiers	1 5 0

All Carriage Paid.

A. PATRICK
Everything in Wireless,
166, BELGRAVE GATE, LEICESTER.

Height 21 ins.

GREAT BARGAINS IN FLOOR COVERINGS

81 sq. ft. **15/-**

ROT, DAMP & GERM PROOF
Better than Linoleum
WRITE FOR FREE SAMPLES AND SAVE MONEY

J. LLOYD'S,
103, ALDERSGATE ST., LONDON, E.C.1

GEORGE SMITH'S Gents SUITS

From **55/-**

1/6 A WEEK

LONDON'S BEST CHOICE.
120 different suits offered
FREE PATTERN RANGES
Latest Shades. Expert Cutters
PERFECT FIT guaranteed.
Dress well inexpensively.
Lowest Easy Terms. Small first payment secures. Write NOW.
Dept. S.B.2.

GEORGE SMITH
(Stephen Junction) LTD.
LONDON, S.W.11.

LONDON'S LATEST FASHION

BIGGEST VALUE IN FLOOR COVERING

NOTE NEW LOW PRICES

72 SQ. FT. for **15/-**

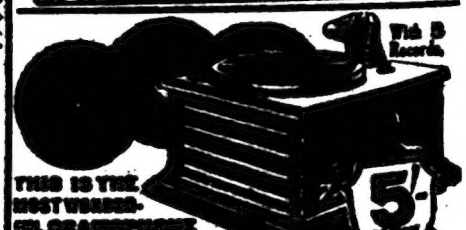
THICKER THAN LINOLEUM.
Waterproof, Rotproof, and Sanitary. For either Brick, Stone, Concrete or Wood Floors. Being Linoleum a damp cloth is all that is required to clean it. In rolls containing 72 square feet for 15/-. Longer lengths pro rata.
All Rolls are 2 yards wide.
Send for Free Samples.

J. B. ANDREWS & SONS,
30, Carter St., London, S.E.17

PAROLEUM

How to Stop Smoking

Many men spend 10/- or more a week on tobacco and cigarettes! How much could you save if you gave up smoking? You will save not only the money you are now wasting but your nerves and general health, giving you sounder sleep, a better appetite and altogether a brighter outlook on life. Thousands have mastered the heavy smoking habit quickly, permanently, by help of the Stanley Treatment for Tobacco Habit. The Editor of "Health and Efficiency" says:—"It is a pleasure to recommend such a method which brings freedom from the tyranny of tobacco." Think what it would mean to YOU in health and pocket to be done with Tobacco, and write to-day for booklet and particulars of this genuine treatment.—The Stanley Institute (Room 25), 21, Warwick Lane, London, E.C. 4.



THIS IS THE MOST WONDERFUL GRAMOPHONE BARGAIN OFFER EVER made. A British-made Metalam Gramophone with polished Oak Cabinet, powerful 4 silent Motor, 10in. Turntable, enlarged tone reproducer, and FIVE non-silent Records (12 Selections) at the unprecedented low price of £3:10:0

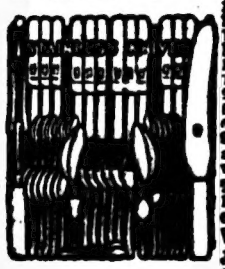
5/-

TERMS: Send 5/- now, and 11 monthly payments of 5/- Fullest Approval. Illustrated Catalogue Free Post.

J. G. GRAVES LTD. SHEFFIELD.

GRAVES GRAMOPHONES

SHEFFIELD CUTLERY SERVICE WORLD'S FINEST VALUE.



12 pr Double Steel Carvers, Ivorite handles, 6 Stainless Steel Table Knives & 6 Stainless Steel Dessert Knives, Ivory grained handles, 12 Table Spoons & Dessert Spoons, 6 Tea Spoons, 6 Egg Spoons, 6 Table Forks, 6 Dessert Forks, 12 Sugar Spoons, 1 pr Sugar Tongs, 1 Jam Spn., 1 Butter Spn., all of Cutlerium Silver which wears white throughout. 80 pieces £5/-

5/- NOW

Terms: 5/- now & 5/- monthly. Plus pay cent discount allowed for cash. Complete approval at home.

WRITE FOR CATALOGUE.
J. G. Graves Ltd. Sheffield.

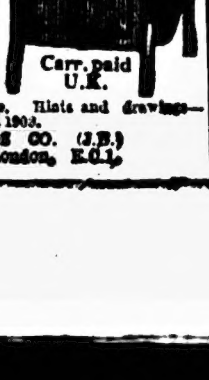
SALE.—20% discount allowed on all our list prices this month.

MAKE or BUY a GRAMOPHONE

100% CHEAPER THAN OTHERS.

OUR SURPRISING OFFER
RIVARCO-PHONE

£4-12 Nett Cash as shown.



Carr. paid U.K.

Cabinet 40 in. high. Mahogany or Oak finish, also Jacobean style. Pure tone, full volume. Charms ear and eye. Strong Motor, Velvet Turntable. Up-to-date fittings. Beats all competition. 20 other types from 15s. 6d. complete. Skeleton Sets. Mechanical parts of Gramos., all bar the wood from 18/-. Motors from 9/-. Also Accordions, Violins, Mandolins. 64-page illus. list 216 free. Hints and drawings—How to make Gramos., 3d. Estab. 1903.

REGENT FITTINGS CO. (J.B.)
120, Old Street, London, E.C.1.

FREEMANS

Celebrated
SPARE TIME AGENCY
CASH OR CREDIT

Boots, Gent's and Ladies' Clothing, Suits, Coats, Costumes & Underwear, Carpets, Lino, Drapery, Manchester, Blankets, Jewellery, Watches, Clocks, China, Toys, Baby Carriages, etc.

If you require regular employment apply for Agency.

Largest stock in the trade. Liberal supply of samples. Highest Commission paid. NO OUTLAY. ALL PROFIT. Inquiries for Agency Invited.

LAVENDER HILL, LONDON.

Cork Lino

Don't buy rolls of inferior, disappointing floor covering that will not cover even a small room. Have your Lino floor covering ready cut to size required and save trouble, and with the pattern made to match at joins. Write to-day for free samples of quality, design book and complete prices—ask for set No. K.13.

CATESBYS, LTD.
Dept. K13,
Tottenham Court Road, London, W.1.

FOR SMALL TRADERS, SHOPKEEPERS.

A.B.C. GUIDE to Remnant and Drapery Trade free. Worth pounds, valuable hints. Make money selling Prints, Towels, Tabling, Travellers' Samples, etc. Send p.c. to-day for Catalogue and full particulars.—Cochrane's Wholesale Warehouse, 3, Victoria Bridge, Manchester.

MONEY-MAKING Bargains for Shopkeepers and Beginners. — Sell manufacturers' clearing lines and travellers' samples in General Drapery much below ordinary price. Big profit certain. Wholesale Catalogue free. — Wolfson's Warehouse, 48, Thomas Street, Manchester.

DRAPERY (Wholesale), all descriptions, also remnants, parcels from £1. List free. — H. Clegg (Dept. B.), High Street, Manchester.

CHEAPEST Wholesale House for Beginners for drapery, hosiery, boots, clothing, etc. Send for free cat.—H. Marks, 66, Houndsditch, E.1.

WHOLESALE DRAPERY.

NEW Spring Catalogue now available, free on application. Full of wonderful lines. See for yourself. Advice to K 5d. stamps to cover cost.—M. Rosen, Dept. 6, 69, Piccadilly, Manchester.

SHOPKEEPERS, Stallholders, Beginners requiring quick selling lines producing big profits should send for the Houndsditch Warehouse Company's free illustrated price list mentioned in the advt. on page 4.

AGENTS WANTED

BRITISH WORKMEN.—Be independent of strikes, lock-outs and unemployment. — Write Freeman's, 103, Lavender Hill, London, for particulars of how to secure a separate income without expense or outlay.

EARN £2 to £5 weekly. Run a Bed-clothing club amongst friends. No outlay. Particulars free. —Carlisle Mills Co., 11, Birstall, Leeds.

IF you have a car and £6 you can readily earn £100 p. mth.—Motor to Stanleys, 56, Warton Rd., Stratford, London.

EARN £3 to £5 weekly. Run Bed-clothing Clubs amongst friends. NO OUTLAY. Particulars free.—Grove Mills Co., Dept. M., Birstall, Leeds.

AGENTS. Spare time, to sell Drapery, Clothing, Boots, Shoes and Jewellery. Liberal comm. Well supplied with samples.—Write, Dept. 26, J. E. York, Ltd., 53a, Bayham Street, N.W.1.

MEN IN REGULAR WORK.—Your spare time turned into a profitable investment. Take up an agency for the sale of Boots, clothing, drapery, prams, cycles, etc. Liberal commission.—Write, DUNN AND CO., LTD., Northumberland Street, Newcastle-on-Tyne. Est. over 100 years.

AGENCY.—Add to your earnings by representing in spare time old-established firm selling Boots, Clothing, Drapery, etc.; cash and credit; any man in regular work can apply; good commission; liberal supply samples; splendid catalogue; no outlay whatever.—Dept. J. Bessant, Briant Street, Leicester.

EMPLOYMENT.

ARE YOU TIRED OF ROUTINE WORK AT A SMALL WAGE?—The sure way out of the rut is to become a travelling Salesman. Train in your spare time by postal tuition, under Wallace Attwood, Britain's Greatest Teacher of Salesmanship. Thousands of men without previous experience "on the road" have been lifted out of routine jobs and paced by Wallace Attwood with progressive firms. Many of them are now earning their £500, £600, £800 and £1,000 a year. Wallace Attwood, undertakes to introduce and recommend every trained student to firms in dispute for a good post as Salesman. Are you worth lifting out of the rut? If so, send postcard for book, "The Profession of Salesmanship," free.—The Wallace Attwood College, 198, Bedford Row, London, W.C.1. ('Phone: Chancery 7526.)

KNITTERS wanted to work Golden Fleece Knitting machines at home; guaranteed wage for output, experience not necessary. Send 1d. stamp for prospectus.—B. B. Mc Co., Dept. 198, 91, Clerkenwell Road, E.C.1.

MOTOR DRIVERS WANTED. LET US TRAIN YOU. Smart young men to qualify for well-paid positions (introductions guaranteed). Over 60 letters of thanks a week from past pupils. Call and read them. The B.S.M. gives the best training and secures the best positions. Special inclusive fees. Call or write for further particulars. Act now! — British School of Motoring, Ltd., (estab. 17 years), Head Offices, 5, Coventry St., Piccadilly, W.1.

PART-TIME AGENCY. — Splendid opportunity offered persons in regular employment to sell Clothing, Boots, Drapery, etc. Cash or credit. Liberal com.—J. Holt (Dept. JJ), 1, Paradise Lane, Blackburn.

A GOOD Position as Sales-Representative is waiting for you. The offer of one is guaranteed after tuition in Salesmanship by a unique method. Men who have taken advantage of this training are now earning from £5 to £20 per week.—Send for particulars and credentials to Salesmanship, Ltd., 55, Kingsway, London, W.C.2.

£150—£300 SALARY for Certificated Bookkeepers. Postal tuition 10/- month. Post found when qualified, or fee refd. Booklet, details, free. —City Correspondence College (D.B), 69, New Oxford Street, London.

TREMENDOUS PROFITS IN SWEETS. Sweetmaking taught professionally (all branches). Wonderful new system. No special appliances (except thermometer), kitchen utensils only. Opportunities city or country. 2d. stamp booklet.—Dept. J.B., LIBERTY CANDY CO., Summit House, Langham Place, Regent St., London, W.1.

INCREASE your Income.—Men in regular work can make money selling Ladies' and Gent's Clothing, Boots, Shoes, Household Linen, etc. Cash or Easy Terms. No outlay.—Particulars from Dept. B., John Percy & Co. (City), Ltd., 3, Farringdon Lane, Queen St., London, E.C.4.

KNITTERS wanted to work Imperia Knitting Machines at home; experience unnecessary. We guarantee to buy your work at good rates. Write for Free Book.—Imperia Hosiery Mfg. Co., Ltd. (Dept. 62), 97, Gray's Inn Road, London.

REPRESENTATIVES, Spare-time, to appoint Agents in own district for well established firm; to sell all classes of clothing, boots, etc., on easy payments. Insure no outlay. No Samples to carry. Excellent terms for suitable men.—Apply by letter only, Dept. "S.," 53a, Bayham Street, Camden Town, LONDON, N.W.

WANTED for Canadian Farms immediately, 100 Boys, 15 to 17. With or without Farm experience. Free sea passage. Good home and work guaranteed.—Write or call, O/S Dept., Church Army, 55, Bryanston Street, W.1.

SMALL ADS. WORTH WATCHING

THE ROYAL AIR FORCE requires competent Clerks (General Duties, Pay Accounting and Stores Accounting). Also skilled and semi-skilled Blacksmiths, Carpenters (propeller maker), Draughtsmen, Storekeepers and Wireless Operators. Age limits, 18 to 30 years. Allowance to wife and children to men 26 and over.—Write, stating age, or call: Inspector of Recruiting, Royal Air Force, Gwydyr House, Whitehall, S.W.1.

BUSINESS OPPORTUNITIES, SERVICES.

"DO YOU ADVERTISE?" Advertisement inserted in 56 Provincial Newspapers or London and Suburban, 7/10. Welsh 5/6. Large or small Mail Order Campaigns. Experts. Free Service. Prospectus.—Central Press (Dept. 60), 190, Strand, London. 'Phone: City 0642.

START a Business in Drapery, etc., from £1 upwards. Special attention to Widows and Beginners.—Write for advice and list H. to Levaine (Dept. J.B.), 143, Houndsditch, E.1.

CHEAP PRINTING.—1,000 Billheads fr. 5/6. Handbills fr. 7/6. Memos, Business Cards, etc. Samp. free.—Cresteway Press, 8, Buxted, Sussex.

PATENT ONE HAND TRAY with folding handle, the easiest of all trays to carry. Jacobean Oak, 21 in. x 14 in., 11/6, carr. paid; worth a guinea.—The O.H.T. Co., 160, Albany Road, Coventry.

2/6 will bring you a sweet-toned Ukulele advertised at the top of page 4. You can learn this instrument in a few hours with the lightning tutor supplied by the advertisers, Messrs. Hand and Co.

MARKETING BY POST.

TEA. Buy direct, save middleman's profit. Indian and Ceylon specially blended, 4 lbs. 5/6. 10 lbs. 10/-. Carr. pd. Special quotations for larger quantities. Satisfaction guaranteed.—Poulter & Co., Dane Place, Bow, E.3.

MUSICAL.

GRAMOPHONES, 24/-; motors, 9/-; accessories. Violins, Accordions, cheapest. 84-page list, 3d. How to make Gramos.—Begentbull, 130, Old Street, London, E.C.1.

ACCORDIONS, Jazz Instruments, Violins, Banjos, Mandolines. Catalogue free.—Douglas, 99, King's Chambs., South St., London, E.C.2.

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The claims made for "Fullotone" Gramophones are not extravagant, as the following extract from a customer's letter proves. Windsor. "I must say that since I received my "Fullotone" just before Christmas it has been thoroughly tested and I am more than pleased with it. **You must certainly fulfil your advertisement,** and I have never in my life and so many of my friends say that they have never heard anything to equal it in tone. It is just beautiful both in tone and appearance."—B. F. T.

"Fullotone" are undoubtedly to-day's finest gramophone value, and are renowned for their exquisite tone and amazing volume. Our "Direct-from-factory-to-parlour" policy saves all big shop and middleman's profits, usually not less than 50 per cent.

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CARR. PAID U.K.

or £1 down and 11 monthly instalments of 11/10.

Model No. 10—Specification.
Artistic Jacobean Cabinet of selected Oak fitted with famous British Collaro Motor, plays three records at one winding; perfected Fullotone Sound-box. Extra pure tone and enormous volume. All 1927 improvements. Holds 100 records.
BRITISH THROUGHOUT.

BIG LIST FREE

Send right away for our illustrated catalogue of 20 high-grade models to choose from. You can have any model on very easy terms.

THE CABINET GRAMOPHONE CO. (Dept. J.B.59),
73, CAMDEN ROAD, LONDON, N.W.1.
'Phone: North 2335.
Also 140, HIGH STREET (N.), EAST HAM.
Open till 9 p.m. Saturdays and 1 p.m. Thursdays.
Can also be seen at
The B.P.Co., 9, Byres Road, Partick, Glasgow, and The Service Co., Ltd., 289, High Holborn, W.C.2

IDEAL HOMES EXHIBITION,
MAIN GALLERY. STAND No. 73.

FULLOTONE REG'D

The Gramophone of Amazing Value!

BARGAIN SALES.

A FREE Copy of "The Bazaar," Britain's Bargain Paper, yours for a postcard. Send now. —Address below.

WALLPAPERS direct from 2½d. per roll. Send for patterns post free.—West Riding Wallpaper Co., 52, Trinity Street, Leeds.

CHINA FROM WORKS.—Home Outfits, 53/6. Badged ware, etc. Keenest prices. Clubs, Safes, Schools, Bazaars, Merchants. Cat. free. Satisfaction guaranteed.—Liverpool Pottery, Burslem.

WALLPAPERS. — Eclipse 1927 designs. Book 150 pats. from 2½d. per roll, free on application. Eclipse Wallpaper Co., Hunslet Rd., Leeds.

LEATHER.—Our Noted Tannage at 1/5½, 1/7½, 1/9, 2/- and 2/3 lb. Send for Free Sample & List.—The Yard Leather Co., Merthyr.

IF you want a bargain, you'll find it in "The Bazaar." Send p.c. for a free specimen copy.—See below.

CARNIVAL Goods, Balloons, etc. New lines always arriving, low prices. Lists free.—"Uneeglus," Arundel Street, Portsmouth.

WALLPAPERS, from mills, from 2½d. roll. New designs. Get pats. post free.—Osborne Mills (Dept. 5), Rochdale Road, Manchester.

ARMY Clothing, Oddments for Mechanics, Boots 5/-, Shirts 2/3, Trousers 4/11, Breeches 5/6, etc. Cat. 200 Illns.—Nuttall, 1, Goodmayes, London.

SEND a postcard to-day for free specimen copy of "The Bazaar, Exchange and Mart," the private bargain paper, to J. B. Burt, 54, Fetter Lane, London, E.C.4.

LOVELY SUEDE Leather in all colours, 8d. per sq. ft. Send for free set patts.—Catt, Leather Works, Northampton.

POLICE Trousers or Police Breeches, 10/6, brand new; sent c.o.d., post free; this cloth wears like iron; two pairs, 18/6.—Saville's Stores, 165, York Road, Battersea.

BIG WIRELESS BARGAINS!—Radio enthusiasts should read A. Patrick's advertisement on page 4.

UKULELES, Banjos, Drums, Jazz-Sets, Saxophones, Violins, Mandolins, Gramophones. Lists free.—Palmer's, 135, Linthorpe Rd., Middlesbro'.

ACCORDIONS, Moore's Royal Standard and Triumph Models, large selectn. List on applic'n. Alfred Moore, Ltd., Manchester Road, Bradford.

DRESS.

REAL Harris and Shetland Homespuns, direct from makers; best quality only; patterns free.—Harris Tweed Depot, 1, James St., Stornoway.

BABY'S Longclothes, 75 articles, 30/-. Homemade. All new. Bargain. Send 2/6 pcl. appro. —Mrs. J. Howard, 66, Dover Rd., Portsmouth.

LIVESTOCK, POULTRY, ETC.

SPECIAL OFFER. — Talking Parrots with cages from 30/-. Singing Canaries 15/-. 3 months' trial.—List fr. Chapmans, 17, Tottenham Court Road, London.

EASY WAY TO GET EGGS. Read "Poultry." It tells you week by week what to do, how to do it, and when to do it. It is the only paper that matters to the poultry keeper. Every Friday, 2d., at Newsagents and Bookstalls. Specimen free from J. B. Robinson, "Poultry," Hood House, 71, Fleet Street, London, E.C.4.

A GREAT opportunity for Poultry and Pigeon Keepers. "The Feathered World Year Book, 1927." 624 pp., beautifully illustrated, 125 practical and interesting articles by leading experts in each variety. Strongly bound, paper boards 2/6, post free, cloth 3/6. — "The Feathered World," No. 9, Talbot House, Arundel Street, W.C.2.

"THE POULTRY WORLD" is packed with practical hints and interesting features. No beginner must miss it, on sale all newsagents, price 2d.—Specimen copy free from J. B. Burt, 54, Fetter Lane, London, E.C.4.

TALKING Parrot and Cage, 30/-. Singing Canaries 15/-. Three months' trial. List.—Regent Pet Stores, Park St., Camden Town, N.W.

EDUCATIONAL, INSTRUCTION.

WANT to join the Police? Study at home to pass Educational test.—Write, Secretary, Forces Correspondence College, Kew, Surrey.

DOGS.

DO YOU WANT A GOOD DOG? Or have you one to sell? If so, you must get "THE DOG WORLD," 3d. every Thurs. Hundreds of wonderful dogs for sale—advertising rates (½d. a word), the cheapest and best. Send p.c. for free specimen to J. B. Burt, 54, Fetter Lane, E.C.4.

MEDICAL, CURATIVE.

WORMS CURED.—Artico Brand Worm Tablets are a Specialist's positive and permanent cure. They cure most violent cases by calmly destroying the very cause of the worm's existence. No fasting, no dieting, no interference with daily habits. Send 1/6 for generous supply or 1½d. stamp for Free Pamphlet.—Ridyard Tablet Co., 34-38, Codnor, Derby.

LIFE'S GREAT HANDICAP—ILL-HEALTH. TRY ENERGOT. YOU LOSE STOMACH Trouble, Worry, Nerves, Constipation, Rheumatism, Insomnia. GAIN a perfect brain in a perfect body. Money back if they fail. Month's course, 1/6.—Energot, 12, Berners Borough Gardens, S.W.1.

DON'T Wear a Truss. Use Brooks' Rupture Appliance. New discovery, wonderful, no lumpy pads, no springs, durable, cheap. Binds and draws parts together quickly. Sent on trial. Catalogue free.—Address Brooks' Appliance Co., Ltd. (398A), 80, Chancery Lane, London, W.C.2.

DR. POGSON'S OINTMENT.—Wonderful Skin Secret, cures all disease and restores the skin to purity and comfort. 3/- at Boots', Taylors' and all Chemists.

STAMMERING.—I cured myself, you can cure yourself (or your child). Parties. free.—Frank Hughes (J.B.), Ltd., 7, Southampton Row, W.C.1

RUPTURE.—Free Trial wonderful new scientific treatment. Instant relief. Stops Truss torture. No springs, lumpy or hard pads, no need for restraint. Call or write now for booklet "A" and full particulars.—Le Brasseur Surgical Co., Ltd. (Dept. B.F.), 12, Mortimer St., London, W.1. Birmingham Branch: 90, Worcester Street. Works: Passy, Paris.

HOW TO STOP SMOKING.—Genuine remedy proved by testimonials. — Write, The Stanley Institute (J.B.), 21, Warwick Lane, E.C.4.

NEW Life to weary, worn-out Nerves. Probyn Nutrient restores health, strength and lost vitality. Send to-day for free trial supply.—B. E. Probyn Laboratories, 116, Pirbright Rd., London, S.W.18.

BLADDER WEAKNESS, KIDNEY and Allied Disorders QUICKLY CURED BY PARKER'S REMEDY. Hundreds of Testimonials. Miss A. M. wrote, Sept.: "Felt I could not last long"; Oct.: "I am feeling well again." 3/- bot., at Boots', Taylor's, Timothy White's, etc., or post free from Parker's Remedy Co., 18, James St., Liverpool. Samp. for 4d. stamps.

BLUSHING, NERVOUSNESS.—A remarkable book on genuine cure sent privately. 3d.—Mr. Rivers (J.B.32), 40, Lamb's Conduit St., W.C.1.

SEND 3d. stamps (to cover postage and packing) for samples of ours Purest Cod Liver Oil, rendered not only palatable but actually pleasant to take. Children love it! Doctors recommend it! Two to three times the food value of any emulsion.—Actual Manufacturers, BRITISH ISINGLASS CO., GRIMSBY.

RHEUMATISM.—Positive cure revealed to Sufferers free. Results guaranteed.—Laboratory (1), 17, Store Street, W.C.1.

PILES. Get relief from your agonies! "Hemosol," the new discovery, has cured worse cases than yours, and saved operations. No messy ointment, no medicine, no appliance. Try it on our "No Benefit—No Pay" terms. Price 5/- (post free) and worth it!—"Hemosol" (Dept. J.B.), 1, Bainsden Road, London, S.W.12.

BOILS, CARBUNCLES, BAD LEGS, ABSCESSES, etc.—For 80 years Burgess' LION OINTMENT and PILLS have been the old, reliable remedy—a stand-by with scores of thousands of families all over the world. Thousands of grateful testimonials. Get a box from your Chemist to-day 1/3. Larger sizes, 3/- and 5/-. FREE DESCRIPTIVE BOOKLET will be sent you if you send postcard to Edwin Burgess, Ltd., Dept. J.B., 59, Gray's Inn Road, London, W.C.1.

BALDNESS CURED
"ATEKA" GROWS NEW HAIR in 8 days. Stops Hair falling out. Analysed by *John Bull*. 5/- bott.—Ateka Co., 27, Old Jewry, Ldn., E.C.

WANTED TO PURCHASE.

HIGHEST prices paid for Jewellery, Diamonds, Platinum, Gold, Silver, Scrap, Coins, etc. Nothing too large, nothing too small. Post or call.—Benson's, 333, Oxford St., London.

ANY kind old gold, silver, jewellery, diamonds, old false teeth, platinum scrap, bought. Highest cash by return.—Bell's, Upperhead Rd., Leeds.

MISCELLANEOUS.

64-PAGE book about herbs and how to use them, 2d. Send for one.—TRIMNELL, The Herbalist, 144, Richmond Rd., Cardiff, Est. 1870.

LOST WAR MEDALS. Any replaced on reasonable terms. Ribbons penny an inch, post extra. Enquiries invited. NINAGE, Hythe, Kent.

SHAMEFUL INNOCENCE.—Mr. T. Bowen Partington, the Public Health Lecturer, demands for the young a wider knowledge of delicate but vital facts of life. See this week's "HEALTH & STRENGTH," 3d. all newsgts., or 4d. post free from J. B. Burt, 54, Fetter Lane, London, E.C.4.

IF YOU HAVE a boy, a nephew, a grandson, or are interested in a neighbour's boy, then you will find the B.V.D. advertisement on page 18 of considerable interest.

A REAL SEPIA LIFE-SIZE ENLARGEMENT (20 x 16) for 1/9, post free, reproduced from any photograph, snap, group or film. This remarkable offer is made by the Regent Sepia Art Studios in an advertisement at top of page 4, which every reader should peruse. Satisfaction is guaranteed.

"Be honest now! Your cigarettes don't always please, do they? That's where Craven "A" score—They NEVER Vary!"

CRAVEN "A"

The CORK-TIPPED Cigarette of this GENERATION.

IN PACKETS of 20 for 1/-

MADE SPECIALLY TO PREVENT SORE THROATS by CARRERAS LTD.

Week ending Saturday
Mar. 26 1927. Twopence
Vol. LXI. No. 1564

JOHN BULL

For the People—the Right to Justice and Truth!

The Paper on which the Sun Never Sets.

93, Long Acre, London, W.C.2.
Telephone: Gerrard 9870.
Telegrams: Heroically, London.

The WORLD, the FLESH & the DEVIL

A Snap Election.
The General Election looks like coming early. On the word "Go!" the country will be drenched in oratory about—nothing.

Scared of the Polls.
Mr. Baldwin's followers cannot forget the way he sprang a General Election on Protection—and went to disaster. The threatening prospect frightens back-benchers.

Advance News.
Secret communications are flying round the constituencies. Labour says the Tories are to have a drubbing. Tories say that Labour is to get it in the neck. Meanwhile, sensible men will be on the look-out for a sane, progressive programme and vote for that.

Silly Rubbish.
Already a leaflet is in circulation declaring that "Red roubles paid for the general strike." That's tosh. A mistaken sense of loyalty to the miners called the general strike. The only "pay" that anyone received was suffering.

Mixed Metaphor.
Another circular, signed by an M.P., demands the "clearing out of the Reds," because England lies gagged and bound, while Bolshie outcasts spit in her face and stab her in the back! Any elector gulled by that clap-trap deserves the representative he has got.

Nothing Safe.
What bothers the Government is that, warily as it has dodged all big issues of reform, it finds that in legislation it can touch nothing without catching trouble. Witness the Films Bill.

The Indictment.
On March 7 there were 1,144,100 unemployed on the registers of the employment exchanges of Great Britain. That's the big question for the next election.

Easter Pow-wows.
"Rows" are expected at the Easter conference of the I.L.P. It is no new phenomenon. This year the rift between the Right and Left is wider, but those who value progress will keep the "rowdy" element within bounds.

The Shop Window.
We learn that approximately £20,000,000 worth of goods have been sold through the medium of the Birmingham section of the British Industries Fair. We have always contended that we have only to show our goods to sell them.

Brighter Outlook.
During February, £77,000 more goods per working day were exported than in January. If the continued trade revival was properly worked it should go a long way towards solving unemployment.

Drive It Home.
Unskilled labour is the big problem. Ratepayers who foot the bill of an overweighted poor law should force the fact down the throats of education's enemies. They are to blame.

War Premiums.
Of the respective national incomes Great Britain is reckoned to be now spending 3 per cent. on the fighting Services, France 3½ per cent., Italy over 4 per cent., and Germany under 1½. Considering these costs as "insurance," the chance of war seems to be put highest by Italy. Why?

Keep At It.
On limitation of armaments our advice to the men of good will in the Cabinet is to keep pegging away. Open argument at Geneva in the long run beats poison gas.

Comfort's the Want.
Germany at present is a most comfortable neighbour, because she is the only nation whose armaments are compulsorily limited. Limit other people's armaments, and every country would have comfortable neighbours.

Too Much Coal.
Now the coalowners have got the longer working day they can't sell the extra coal. The average weekly output per man in some districts, compared with a year ago, is up fourteen or fifteen hundredweight, while other big districts are on short time.

That Dismal Standing Army.
The Coal Commission's prediction is coming absolutely true—that lengthening hours would permanently throw idle some 150,000 men. Hours were lengthened by Act of Parliament. What is the Government going to do about it?

Eat More Fruit.
That an advertising outlay of £40,000 resulted in £2,000,000 more being spent on fruit by the public is the claim of the fruit traders. We'll warrant precious little of it reached the children of the poor.

Golden Apples.
Apples, the commonest of all fruit, should be cheap, but aren't. A wise Government would check the profiteering, and see the children had the fruit. It would save a lot of hospital and sanatorium expenditure in the long run.

Keeping Up Prices.
Every summer we hear of strawberries being sent to destructors rather than sold cheap. This is the sort of thing an Act of Parliament could stop. And we shan't be happy until we get it.

£1,000 AND 200 "BULLETS" GIFTS!

There's room for you amongst the winners. Hurry with your "Bullets"! *See page 39*

Motherlove.
"Bi;sthorpe mothers will keep their children" is the touching reply of the bereaved of the pit disaster to kindly offers of adoption. The same impulse that made the offer should now make it easy for the poor mothers to look after their own.

Meanness.
The attempt of the Scottish Contractors' Association to reduce labourers' wages by 6s. 5d. a week met with the opposition it deserved. It spells starvation.

Up! Up!! Up!!!
Londoners this year must find an additional £10,889,907 for rates. Grousers blame education. But that only accounts for an extra ¼d., and is the one item sure to repay itself.

Congratulations.
For the second year in succession Northampton is adjudged winner of the baby week campaign in the British Isles. The shoe city sets an example. It values children's welfare.

Their Eventide.
Elham Board of Guardians is providing its workhouse inmates with a bowling-green. That's a nice touch. When old folk have to finish their lives in an institution there's no need to make it prison.

The Humane Way.
Kiddies in the Birmingham poor law homes are to have, each week, a copper or two for good conduct. That is wise. The child with never a penny is the one likely to misuse money later.

The Experiment.
Abergavenny and Crickhowell are spending £3,960 on a model "home" for tramps. Hot water and facilities for washing clothes will be provided. To make a man clean is the first step to self-respect. The plan is worth watching.

Linking Up.
Five thousand additional stations and 1,072 million calls is the year's telephone record for Great Britain. It is still too few. A cheaper service and a big electricity development combined would work wonders.

It's Appalling.
The number of experiments on animals in 1925 was 209,984, the number of inspectors two, and one of them an ex-vivisector. That's the fact to hold tight on to.

Brighton for Danger.
The action of Brighton Town Council in refusing to erect safety islands on the front is amazing. It is no wonder a town's meeting of protest is to be called. There's danger to children and elderly persons involved, and that calls for action.

Labour Women Want to Know.
Twenty-seven resolutions from different branches, calling upon the Ministry of Health to remove its embargo on giving birth control information, are down for consideration at the National Conference of Labour Women. That shows which way the wind blows.

None so Blind.

In answer to a question in the House of Commons, Lieut.-Colonel Guinness, Minister of Agriculture, stated that there was no inhuman traffic in horses to the Continent. We are afraid the Minister has been ill-informed. There is, and everybody knows it, and the sooner it is ended the better.

Modesty.

Plymouth publicly honoured the bravery of Captain Dan Taylor, in trying to save another fisherman from drowning. As Dan took the watch he broke down. "I would rather it had been possible to give me back the life of my friend," he sobbed. Besides being a hero he is a tender-hearted gentleman.

Better than Wreaths.

"Instead of flowers my friends might send in my memory a small donation to the Royal Victoria and West Hants Hospital," was the dying appeal of Dr. Charles Muspratt, of Bournemouth. One who lost three sons in the war as he did is the first man to wish that lives, not his grave, should be enriched by his death.

Still on Duty.

P.C. Banfield of the Metropolitan Police, while recuperating at the police seaside home at Hove, has been distinguishing himself. First he stopped a runaway horse, then he was the means of saving a boy's life by going for help when he saw him stranded at sea on an upturned canoe. We do not want a better example of a 'busman's holiday.

Cruel to be Kind.

While a passenger train from Cwm Avon Station was dashing over a crossing, Richard Landeg, a railwayman, spied a little girl, Gwen Thomas, on the line. There was no time to lift her clear, so he straightway knocked the child down and the train passed over without hurting her. Prompt and plucky—that is the label for Landeg.

Slave Labour.

Britons never shall be slaves! Unless they happen to be South African Britons. A white farm labourer in Cape Colony informed the Government investigator that his monthly wages were three buckets of meal and "mealies," a goat, and 8s. Truly, our proud flag covers a multitude of sins.

Others, Take Notice!

It may seem merely an act of carelessness for a milkman to fill a bottle with milk in the street. But it is now rightly regarded as a public danger, as Benjamin Cocksley, of Bermondsey, has found to his cost. He has been fined 40s. for taking a bottle from his barrow and filling it from a can. "Forewarned is forearmed" should be the motto for his fellows.

The Real Truth.

West Ham's poor rate has fallen 4d. in the pound, including the coming six months, since last September. Unemployed in the union total 7,229 against 13,311 last March. "They found out that work paid better than relief," said Sir A. Woodgate, chairman of the commissioners. The inhabitants of West Ham should not be the only ones to find out this valuable truth.

Doped Meat.

The disturbing charge that doped cattle are being sent into the Hull market for sale as human food is one that calls for searching investigation. Mr. Overton, a member of the Market Butchers' Association, declares that it is true in regard to certain types of cows and bullocks sent from all parts of the country. And he is probably prepared to pass evidence on to the Hull authorities.

Dying without Doctor.

Robert Borrowdale, a blast-furnace labourer, and Mary, his wife, of Middlesbrough, callously watched their four-year-old boy die of tuberculosis without calling in a doctor. For this inhuman conduct the parents are now undergoing three months' imprisonment. It is well that some should be reminded that little ones are the children of the State as well as of individuals.

Who Will Offer?

So poor was John Joseph Hawkins that he had not enough money to pay for his marriage with the woman he loved, and with whom he lived at Blackpool. In a caravan, they had existed on rice and water for days. When Mr. J. W. Bellamy, a local magistrate, heard of their sad plight, he offered to pay the fee out of his own pocket. A kindly act, to which someone in Blackpool should add the promise of a job for the poor chap.

Nobody's Job.

At an inquest on three little girls, who were killed by scaffold poles falling on them at Portsmouth, the jury found no blame attaching to anyone. Better regulation of timber-yards was, however, recommended. There is danger in this general injunction of "anybody's job proving nobody's job." We hope that someone in authority will make it his business to lessen the likelihood of a similar occurrence.

A Sad Fall.

Phyllis Searl is only twenty-one, a well-educated girl who has risen to the position of staff nurse at the Northern (Isolation) Hospital, Winchmore Hill. It is sad to think that she should descend to robbing two other nurses of articles of clothing. For this offence she has been bound over. We can only hope that for the future she will decide to leave alone the beginnings of a career which can only end in disaster.

Nothing Give, Nothing Gain.

Very funny is the angry protest of the Horticultural Trades' Association against the Government's action in accepting a gift of 56,000 Dutch tulip bulbs from Dutch growers for London parks now growing gay with the flowers. The angry ones call it an "advertising stunt, pure and simple." Exactly, and why not? "When there's a bright thought in advertising be the first to think it" is what British traders forgot.

The Human Machine

You Never Know!

by E. R. THOMPSON, M.A.

NEVER be afraid of acquiring a new piece of knowledge. Observe, note, and pass on! Very likely you will see no immediate use for the fact you learn, the phenomenon you observe.

Never mind: take it in, and don't try to remember it. Just note it as an interesting fact and get on with the job in hand.

You won't forget it just because you don't remember it! This sounds very Irish, but it is true. It will sink down into your mind and when you want it it will be there, ready to be summoned into memory.

And you never know when it will be needed. At any moment it may turn out to be just the piece of knowledge you want.

No fact by itself is of much value. The value of any piece of knowledge depends on it being related to other facts, so that it may acquire a meaning.

Never be afraid of learning. Never be too proud to say, "I don't know; tell me."

The man who tells you something you don't know may be laying the foundation-stones of your future success. You can't tell; but you can't afford to miss a chance.

A BIT of knowledge that is worth nothing to you to-day may be worth thousands of pounds to you some time in the future.

That is, if you learn to think, learn to apply your knowledge.

A little knowledge well applied is worth an encyclopædia full of facts that are never used.

Learn to observe, but learn, too, how to make use of the knowledge you acquire by observing.

An Heroic Mother.

Mrs. Songer, the wife of a Bermondsey labourer, deserves to be called a mother. After giving a transfusion of blood as a last hope to save her baby's life, which, however, died, she went straight home to look after ten other children, and give her husband his evening meal. We hope that this woman's decoration for valour will not be wanting in the turning out well of her numerous family.

Incorrigible.

For want of a better remedy, we repeatedly commit degenerates to prison; but Charles Parsons and Arthur Lane, labourers both, of Birmingham, are proof of the futility of our methods. Three days after their release from jail they were committing other housebreaking offences, and have now been sent back to the cells. A foolish waste of money, and a tragic squandering of life.

A National Disgrace.

The National Society for the Prevention of Cruelty to Children dealt with 38,000 cases last year. It is pitiful that a country like ours which numbers many great men should record one who has the face to be cruel to a child. We can vouch that those who are and live in decent circumstances are in the minority. We want more and better homes where want of space and lack of privacy can no longer drive adults to the last pitch of frenzy with the little ones.

Faint Hearts.

The number of suicides has increased in recent years, the figure for 1925 being 4,054, a grievous total when one considers that in most cases the cause was one that a person of normal courage would have overcome. There are moments in the lives of most of us when all the world seems black. It is only the faint-hearted who run away from life: loss of health, wealth, and the betrayal of one's love are faced and conquered by toiling thousands often bereft of all save courage.

He Gave his Life.

A hero's death, though not spectacular, was that of Jack Harold Broadley, a young decorator of Shepherd's Bush. Returning from a dance with Miss Hilda Elizabeth Beaumont, a domestic servant of Kensington, they were suddenly confronted with a skidding motor-car that pinned them against a lamp-post refuge. By pulling the girl and getting in front of her Broadley saved her life, but lost his own. The instinct to save the woman showed the stuff the lad was made of.

Rags and Bones.

Do you hear the children crying, O my brothers? Picture one, seventeen months old, clad in rags, lying on wet hay in the middle of a filthy room. The infant was emaciated and verminous, and was 10 lb. under normal weight. The father, Albert Timmins, a Dudley miner, and his wife, Gladys, of Himley Street, have rightly been sent to prison for this inhuman neglect. May the knowledge that the little one is now dead prompt them both to kindlier tendencies.

The Body in the Ward.

The ancient Egyptians had a custom of parading a skeleton at a feast to remind the living of the vanity of human pleasures. At Swaffield Road Workhouse, Wandsworth, inmates of a ward had to eat a pauper's dinner with a dead body in a ward. Four hours passed before it was removed. Old folk fainted, but no notice was taken of them—they were only paupers. We are glad that the lethargic officials are to be replaced by persons who will take more interest in their work.

Poor Kiddies!

Five little Moreton bairns, three of them suffering from rickets, had to pass their nights on a dirty bed in a caravan. Upon its steps they were, one cold night, found crying and shivering because the door was fastened against them. Their mother is Mrs. Phœbe Davies, whom the Birkenhead magistrates have mercifully bound over for twelve months. In that time she should learn a lesson from the beasts of the forest who take greater care of their young.

A Fatal Refusal.

Henry and John Clark lived on meagre earnings in a room in Lambeth costing 2s. a week. Then John got ill and Henry went short of food to give it to his brother, who however died. A pitiful story, but we wonder why John, as it was so stated, refused to see a doctor when he was ill, or go to hospital. This country cannot be blamed if sufferers fail to apply for help where they know it will be forthcoming.

It's Up to the Kindly.

After being detained for two hours and forty minutes, and after two doctors at Queen Mary's Hospital had agreed she was dreadfully ill, little six-year-old Irene Mary Hall, of Ranelagh Road, West Ham, had to be taken home in a pram because there was no bed at liberty. She died. But who can say what a different result might have been had there been that vacant bed for which her distracted parents craved?

A Well-earned Pension.

Robert Cable has been a member of the Aldeburgh lifeboat crew for nearly forty-six years, and has taken part in the rescue of over 300 lives. He has the Royal Humane Society's medal for saving life from drowning and the Special Constabulary medal 1914-1918. We do not grudge him a penny of the pension he has been awarded on his retirement, and hope he will live long to enjoy it.

Horse-torturer's Luck.

"It did not look like a present-day animal; it looked like something pre-historic," said an R.S.P.C.A. inspector at Southport, when Isaac Albert was summoned for ill-treating a horse. The creature was made to work while enduring wounds under the saddle, collar and crupper. We think the defendant got off all too lightly with the fine of £5, which was imposed, since it will not cause him a finger ache.

Her Last Thought

Little Winifred Malkin, who was killed at the Michael Faraday Council School, Walworth, from an injury received at netball, held the "secret of the kingdom that shall be" which is founded on love. Though only thirteen, the little girl's last thought was for her companion. "It wasn't her fault, teacher," she gasped out, pointing to the other girl with whom she had tripped and collided, and then died. What a little heroine!

Where the Punishment Falls.

A man and woman may be sent to prison for three months with hard labour for being persistently cruel to a child. Douglas Swift and his wife, of Liverpool, are now serving that sentence for flogging the woman's seven-year-old son, and giving him only bread and water for meals. But the harm cannot be repaired that has been done already to the child's character by such treatment. We can only hope that some provision will be made for the boy.

Service Rewarded.

For fifty-three years Mr. W. Rees, of Landore, Glam, served the British Copper Manufacturers, Ltd., well and faithfully. During the greater part of his service he acted as night foreman, and now, on his retirement, his employers have thought fit to grant him £20 in recognition of his splendid service. Mr. Rees, who is now seventy-five, has two daughters to support, and his old-age struggles will be made more bitter by the thought that his old employers valued him so lightly.

No "Open Sesame."

A jury has decided that although you pay for the entry into a railway carriage, the door may be locked against you. Mrs. Henry Anderson, of Palace Road, Streatham Hill, fell between the train and the platform in her endeavour to open a fastened door of a first-class carriage. The company claimed it does it to keep out third-class passengers. Judgment, with costs, was given in its favour. You pay for a thing, and you get it when the seller likes. The law is, indeed, an ass.

Inhuman Touting.

When bereavement comes to the home in some East Lancashire districts, the callous hearts of mercenary undertakers' touts rejoice. The homes of the sick are watched, and when the signal of the presence of death is given, they outrage decency by canvassing for the funeral order. Respectable firms resent touting, the others should not be considered.

Lightning Settlers!

A person named J. Turner, who has been operating as the Inman Rees Company, at an address in Aston Road, Birmingham, declares that "security should be your first consideration." He also adds that his company are "lightning settlers," but all this imposing talk is difficult to reconcile with the fact that the Inman Rees Company has now gone away from its Aston Road address, leaving disappointed clients clamouring.

A Vanished Tea Tout.

The Crown Tea Co., of Lake Road, Portsmouth, like many other touting concerns which have sprung up in recent years, offered cash awards to customers who purchased its blends regularly. Many people in the Portsmouth district were attracted by the offer and continued to take the tea over a long period. There were no signs of prizes, however, and now the company, which was conducted by a person named E. Lowndes, has disappeared from its address.

An Amazing Admission.

Challenged in Parliament, Sir Samuel Hoare unblushingly admitted that the late Chief of the Civil Aviation Branch of the Air Ministry was at the same time managing director of a company dealing in petroleum. It is no answer to this scandal to say that the official in question had no opportunity of influencing contracts. Public servants must be put in the same position as Ministers in such a matter.

Hampering Progress.

Many of Worthing's citizens who have the welfare of their town at heart are indignant at the fact that the local licensing authorities have just refused the application for a licence in respect of a proposed hotel. The latter was to have been an imposing building of huge dimensions, which would undoubtedly have been a credit to the growing township. We can sympathise, therefore, with those citizens who feel that progress is being unduly hampered.

Housing Scheme Scandal.

A reader who paid £5 deposit under a housing scheme, run by the East Barnet Valley Urban District Council, was forced, through unforeseen circumstances, to cancel his application. When he asked for the return of his money it was refused, yet the official receipt clearly states that the deposit is returnable if no house is allotted. Needless to say, this gentleman would never have cancelled his application if it had not been absolutely necessary, and it is hardly fair that he should have to forfeit £5.

More about Gomersall.

The reckless and dishonest trader frequently favours a class of business which is being carried on with success by reputable traders in the same district. Apparently, this has been the practice of Thomas Gomersall, of Leeds, whose unsatisfactory record in the poultry trade we exposed in our issue of February 26, for we have discovered that in Kirkgate Market, Leeds, is an old-established and reputable firm of game and poultry salesmen of the name of Messrs. Maurice Gomersall, Limited. Fortunately, in this case, nobody will have any difficulty at all in discerning the chaff from the wheat.

"JOHN BULL" PAYS
£500
Insurance Benefit
See pages 2 and 13.

Problems of Life

Our Poor Relations

by the Rev. R. J. CAMPBELL, D.D.

MR. G. K. CHESTERTON, in his book, "The Everlasting Man," says that no monkey has ever yet attempted to paint a picture, whereas the most primitive of human beings have done so.

Mr. G. K. Chesterton

This is an arresting statement and its truth is evident.

In the course of my travels in foreign lands, I have more than once looked upon drawings scratched on bone or rock by prehistoric men.

Mr. Chesterton's argument is that the minds which conceived and executed these were minds like our own, but not like those of the lower animals; therefore, there must have been something God-like in humanity all along, something that stamps us as spiritual beings.

I do not know how far this argument can be pressed. Some birds appear to have a joy in life akin to ours, and which they pour forth in song as we do.

THERE is a rudimentary sense of beauty in some species, too, or the male bird would not so often dress himself in gorgeous attire to attract the female. It seems to be the other way round with men and women.

Though a peacock or a bird of Paradise cannot paint a picture he can grow one on himself, and he knows and takes pride in the result.

I have seen a monkey trying to shave with a piece of wood in imitation of his master, though he probably had no idea of producing any particular effect, and I have no doubt that he would have used pencils, brushes, and colours if he had seen his master doing so; but one can hardly imagine that he would have painted a picture or intended to paint one or even known that there was such a thing.

But there is another kind of lesson to be learned from our acquaintance with the lower creation. It is almost the opposite of that which Mr. Chesterton wishes us to deduce.

Physiologists and psychologists are telling us that our kinship with other creatures is not confined to our bodily organs only, but to our native feelings and impulses.

SIR JAGADAR BOSE has proved that even plants have a nervous system, and likes and dislikes resembling our own.

The dog has noble qualities that many human beings lack.

And one hates the thought that that faithful friend and companion of man shou'd ever be cut up alive in the interests of surgical science.

If dogs are ever stolen for such a purpose the practice cannot be too strongly reprobated.

Sport is often equally cruel.

We owe a duty to our humble relations, and it is that of showing them the mercy and compassion we desire for ourselves.

A PLUNGE IN PETROL

KIND HEARTS IN KINGSWAY

A Very Big Maybe !

THERE has recently been a succession of callers at a certain suite of offices in Kingsway, London.

Many of these afford an interesting study in the optimism of a certain section of the public.

The origin of their excursion to Kingsway dates back fifteen years. At that time, thousands of people up and down the country were induced to speculate in various oil concerns.

After the war, the companies became consolidated in a merger called the Oil and Minerals Trust, Limited.

From the beginning lengthy reports were received in abundance and had the dividends been as frequent as these were, some, at least, of the recent callers at Kingsway might have arrived in Rolls-Royces. As it was they came by 'bus.

As the years passed, and nothing material was received in return for investments, the Trust was given up by many as a bad job.

An alarming letter

On February of this year, it appeared to have received the *coup de grace* in the following communication from a Mr. Ira C. Ozanne, of Court Row, Guernsey :

"I am the sole remaining director of Oil and Minerals Trust, Limited, and can see no prospect of finding directors to replace those who have already resigned. There are no funds in hand and it appears to me to be useless to endeavour to continue the company's existence.

"I desire to resign the offices of managing director and ordinary director, and I propose forthwith to give the King's Grieffer (the register of Guernsey companies) notice of my resignation.

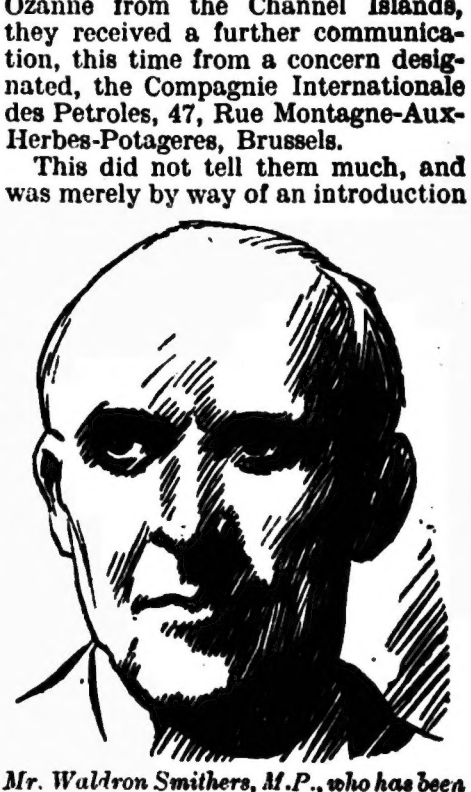
"I propose on the 21st prox. to instruct my advocate to issue proceedings to evict the company from my office. The company will then be without a registered address."

And so on.

That, thought the pessimists, was the end of everything. They were mistaken.

Within three days of this whiff of Ozanne from the Channel Islands, they received a further communication, this time from a concern designated, the Compagnie Internationale des Petroles, 47, Rue Montagne-Aux-Herbes-Potageres, Brussels.

This did not tell them much, and was merely by way of an introduction



Mr. Waldron Smithers, M.P., who has been active in pursuit of share-pushers

to their British and Colonial agents, Messrs. James Montgomery and Co. (W. Howard), of Kingsway, from whom the shareholders, now all agog, would probably hear in due course.

Sure enough, on the 10th of this month, there came a lengthy printed epistle from Montgomery's.

It is not often that we discover philanthropy under the mask of a registered business title, but perhaps we have it here.

This is what the circular said :

"We will allow you to exchange up to 25 per cent. of your holding in the Oil and Minerals Trust for an equal amount of shares in the Compagnie Internationale des Petroles, providing you take up the same amount of shares in the Compagnie at a present quotation of about 130 francs for 15s.

"For example, if you hold 100 shares in the Oil and Minerals Trust, 25 per cent. would be twenty-five shares.

"On receipt of those shares, together with a remittance on £18 15s. we will deliver fifty Compagnie shares which have a present market value of £37 10s.

"You can immediately dispose of your shares in the open market at the present rate of about 15s. per share, making a profit of 100 per cent.

"This is made possible by our exchange of your O.M.T. shares (which have no market value that we know of) for shares in the Compagnie which can be bought and sold through your bank or any recognised broker."

Think of it! A return of £37 10s. for £18 15s., or, by a similar brilliant arithmetical flight to that which enabled the circularisers to calculate that 25 per cent. of a hundred shares would be twenty-five. £18 15s. for nothing!

May be—or may not

Always providing, of course, that your banker when you call on him with the nice new shares in the Compagnie Internationale des Petroles will hand over the money.

The report of the Compagnie Internationale des Petroles which accompanies the present philanthropic flight is too much in the air for us.

We are told what *may be* accomplished in drilling, that there *may be* a net profit of £3,500 per month and that there *may be* a dividend of 150 per cent.

There may be! For all the callers at Kingsway know to the contrary, Messrs. James Montgomery and Co., on behalf of the gentleman in Brussels, for whom they act, may be philanthropists.

Again, they may not.

BLUFF AND GUSH

Cheek from Chicago

IN the business of fee-snatching it is apparently as profitable to work from the other side of the Atlantic as from this.

The latest to come under our notice is the Chicago Motor Training Corporation, of Sunnyside Avenue, Chicago, Ill.

The corporation announces itself to be "The World's Greatest Home-Study Auto Training Institution," and has for its "directing engineer" a Mr. B. W. Cooke.

A warm welcome

For a fee of a hundred dollars it will undertake to teach all there is to be known about motor-cars through a correspondence course.

The experience of one of our Scottish readers who was foolish enough to embark on this type of tuition may be taken as typical.

Mr. Cooke welcomed him with open arms, feeling sure that he was "one of those ambitious fellows who desires to get ahead in this world."

What a change!

He wanted to tell him "right now" that he could not have selected a trade more suitable than the automobile industry offered.

Our reader discovered, on receipt of the first lesson from the corporation that, while he might not have selected a more suitable trade, he could have found a more suitable way of learning it and at very much smaller cost.

He resolved that he would send no more dollars to Mr. Cooke. Mr. Cooke's friendly attitude was immediately changed. He passed the delinquent over to a Mr. W. B. Sherman, manager of his collection department, who wrote him a letter containing a deadly threat.

"If your payment is not received within the next twelve days," said Mr. Sherman, "I will turn your account over to our attorneys with positive instruction to file suit at once."

At the end of twelve days, the matter was passed to Mr. H. M. Mann, also described as "collection manager."

A cause of regret

But still the delinquent did not pay, and Mr. Mann in his next effusion adopted a wheedling tone. That, too, was unsuccessful and our reader now awaits the appearance on the field of the dread attorneys of Chicago, Ill.

Whatever happens, if and when these take action, he certainly regrets that he did not elect to learn the art of motor driving at the nearest local garage.

Murderers at Large!

"The Four Just Men"

THERE are certain crimes the law cannot touch, and there are certain criminals, richly deserving punishment, who consequently escape paying any penalty.

This is a deplorable fact, but it is no excuse for private citizens taking the law into their own hands and killing men whom the law fails to touch, however deserving of death these men may be.

Yet, calling themselves "The Four Just Men," this is exactly what certain individuals have done.

They murdered a Prime Minister—although according to them they merely "executed" a dangerous man. They murdered in England, in France and Spain.

The gallows escaped

Scotland Yard spent thousands to catch them, and although one of them stood his trial at the Old Bailey and was condemned to death, he never suffered the penalty.

Manfred, the man in question, actually escaped from the very gallows itself by the aid of his confederates, Leon Gonsalez and Poiccart.

It is not so very long ago that one of the Four Just Men was shot in France while the police were trying to effect his arrest.

Manfred, Gonsalez and Poiccart are still at large, and we do not see how any country in Europe can afford to have an organisation like this in its midst.

Despite the fact that they are reduced to three, these men still call themselves the Four Just Men.

It has, indeed, been rumoured more than once that they are again four—the fourth being a man whose name would create an international sensation if it were proved that he had really joined their organisation.

What Scotland Yard has failed to do JOHN BULL is determined to accomplish. We shall spare no pains to track down Manfred, Gonsalez and Poiccart.

The fact that they have done nothing for some time is cause for all the more uneasiness.

To help us in our search we have retained the services of Mr. Edgar Wallace, the well-known criminologist, who is working with us to discover the whereabouts of the "Four."

Slender clues

Very little is known about them; they have not often been seen—except by their victims.

It is known, however, that Manfred is a handsome, commanding figure with greyish hair, and that Poiccart is a heavily built man who talks slowly and deliberately.

Leon Gonsalez is known to be an extraordinarily expert scientist and a criminologist of some repute.

These may be slight clues, but they are something on which to proceed.

Keep your eyes on JOHN BULL. Unless we are very much mistaken it will not be long before we have a sensational announcement to make.

THE VOLGA BOOTMAN

A BANKRUPT BLUFFER

Kelly's Russian Brogue

WE have lately been receiving enquiries concerning a gentleman who goes by the fine old Irish name of Matthew Kelly, and investigations which we have consequently made into his career have yielded some astonishing results.

Almost our initial discovery was that the gentleman did not hail from Ould Oireland, but from faraway Russia, and that his name was not really Matthew Kelly at all, but Mathus Kellonowitz!

Now, since Mr. Mathus Kellonowitz first came to this country he has been many things—a photographic artist, a tobacco dealer, a bootseller, a purveyor of leather goods, a shipper, and probably a number of things besides.

During the last few years this energetic individual, who has dealt in almost anything from a pinch of snuff to fine old oil paintings of famous "masters," has operated from an address in West Cromwell Road, Kensington, as a boot manufacturer.

In this connection he did not trade directly as Mathus Kellonowitz or as Matthew Kelly. He adopted the high-sounding title of "The Gresham Boot Stores," registering himself at Somerset House as the proprietor.

The inevitable finish

As the "Gresham Boot Stores" he ordered goods from various firms at home and abroad, contracting debts in a singularly care-free fashion, for, in many of these transactions, he obtained the goods and showed little inclination to pay for them.

Such methods could only lead to one thing, and in the summer of last year a firm which was owed several hundred pounds by Mr. Kelly's "Gresham Boot Stores" refused to be put off any longer, and applied for a receiving order in bankruptcy against him.

This was granted, and Mr. Kelly waxed very wrath. He lodged an appeal, but it was set aside and the receiving order was upheld.

The total liabilities of the Gresham Boot Stores were at first stated to be £6,000 or so, but Mr. Kelly was quite unperturbed, professing to have assets—on paper, at least—that would yield a surplus of about £2,000 over these debts.

Creditors' bad outlook

On being examined by the Official Receiver, however, Kelly was forced to admit that he had suggested this surplus merely on the assumption that he would be able to realise a claim for £10,000 against a Berlin bank in relation to certain contracts in Germany.

He declared that it would be necessary for him to go abroad to ascertain what was really due to him, and, having ascertained the amount, it would also be necessary to find out whether it would be expedient to take action in the foreign courts to get the money.

In view of these facts, Kelly was ordered by Mr. Registrar Francke to amend his accounts so as to disclose the real financial position at the date of his receiving order.

Whether Mr. Kelly actually went abroad for this purpose or not we do not know, but he does not appear to have realised any of the giant assets he so proudly talked about.

To-day his creditors are no nearer to receiving any satisfaction regarding the money owing to them.

Still carrying on

An interesting feature of Mr. Kelly's methods of business may be illustrated from certain particulars which came to light in his public examination which was concluded in November last.

It was then pointed out to him that, although he was insolvent at one date to the extent of over £2,000, he still went on obtaining credit as though he had a clean sheet and was perfectly able to pay.

We are not in the least surprised at some of the facts which emerged during the bankruptcy proceedings against Kelly.

He is, as a matter of fact, no novice in the matter of running unsound business ventures.

He first came under our notice in 1917, when we found it necessary to criticise him for the way he conducted a dubious company known as the King Edward Studios.

Mr. Kelly was the proprietor, and this venture, like the Gresham Boot Stores, came to grief.

He had employed agents to go about the country inviting people to buy oil paintings on the ground that their sale would benefit artists ruined by the war.

Mr. Registrar Francke

It was about this time that he got into very serious trouble with the police for making misrepresentations in regard to the sale of such products.

In his recent bankruptcy proceedings, Kelly was questioned by the Official Receiver about his having been convicted and sent to prison for fraud in connection with the sale of these paintings, but he protested that it was all a mistake!

About eighteen months ago we had occasion to refer to the same Mr. Kelly again.

The fact that our warnings were justified is instanced by the financial catastrophe which has now overtaken him.

In view of the above facts, and particularly as enquiries are now being made about his present activities, we strongly advise the public to exercise the fullest caution in regard to any proposition with which he may be connected.

A TWO-SHILLING SHIPPING COMPANY

ANOTHER INVESTMENT-EMPLOYMENT EXPOSURE

A LITTLE over a year ago a concern called the Clonmel Steamship Company was formed with a nominal capital of £500. Actually, it has a paid-up capital of two shillings! Yet it occupies palatial offices in Leadenhall Street, London, E.C.

Last December, an advertisement appeared in a daily newspaper, calling for a man with money.

A Captain Robert McCarthy, of the Clonmel Steamship Company, replied to one applicant, enclosing particulars of a concern called Laiton, Ltd.

This concern was stated to be in formation, and related to a new and important discovery, which had nothing whatever to do with the Clonmel Steamship Company, Ltd.

An astonishing discovery

Laiton, it appeared, was an acid-free, plastic solder, by means of which articles of the most refractory nature could be united instantly by the veriest novice.

A call at the Leadenhall Street office for further information revealed the fact that Captain McCarthy had sold "Laiton," lock, stock and barrel!

The worthy captain, presumably touched by his visitor's surprise, revealed the fact that he had other irons in the financial fire.

He was a director in a building concern called the Builders' Co-operative Permanent Building Society, which, according to its literature, was "distinct from other building societies."

The snag

It boasts the slogan, "If you have the land we will help you to cover it," while it proposes to provide "building finance during the actual erection of houses."

After conversation with his commercial manager, Captain McCarthy offered his visitor a position as general superintendent of the society at a commencing salary of £350 a year.

There was a big drawback, however. The condition of this appointment was that the prospective employee should put in £200, to bear interest at 5 per cent., and to be returnable upon the termination of the employment.

A form of agreement was next produced, and, although the position in question was to have been with the building society, the agreement referred to Robert McCarthy personally as the employer.

The shorter name

Robert McCarthy, it seems, was to receive the £200 deposit, and he was equally responsible for the payment of the salary offered!

Some two years ago the operations of a company called the Easton Building Corporation, Ltd., were criticised in JOHN BULL.

The leading light of the Easton Building Corporation was a man named James Stroud Nunn, who was sent to prison in 1925 for fraudulently converting large sums of money entrusted to him for building houses in another concern.

A letter from the commercial manager of the present Builders' Co-operative Building Society, regarding the employment offered by Captain McCarthy, states:

"Your duties will comprise the organisation and administration and control, under myself, of the whole staff of agents and district managers of the society."

This letter is signed "J. Nunn"!

Painful memories of the past, perhaps, prevent Mr. Nunn from signing his name in full, for Stroud was the name given to the schemes which landed him in jail!

It is difficult to see how Captain McCarthy, of the Clonmel Steamship Company, and Mr. Nunn can employ a man with no special qualifications for the position offered and pay him nearly £7 a week without all three coming to grief.

Safer courses

It is significant, too, that the society was only incorporated on the day on which the position was offered!

We do not know whether the directors and other officers of this society are aware that it is offering employment with investment, nor do we know whether they are conversant with the past history of their commercial manager.

But we suggest that there are plenty of other building societies of established financial strength in which investors' money would be safer.

KEEP YOUR GUINEAS!

A FEE-SNATCHING GAZETTE

The World-wide Wizard

"EMPLOYMENT specialists" are ever to the fore. Unfortunately, the field at their disposal is vast. Victims of unemployment are ready to snatch at any seeming remedy without stopping to make enquiry

IF you are out of work and desire a remunerative post, you cannot do better than pay special attention to what we have to say about a concern known as the *Overseas Gazette*, of Rosebery Street, Hull.

"Employment specialists" is the self-selected designation of this concern, which proudly flaunts the slogan, "The world is our field," the implication being that it is able to find appointments in various parts of the globe.

The *Overseas Gazette* advertises in certain newspapers to the effect that it is able to supply out-of-work people with complete lists of situations of all descriptions in return for the sum of one shilling.

The value of its services may best be gauged by the experience of one of the many readers who have written to us upon the matter.

Missed chances

The gentleman in question duly sent his shilling in response to the advertisement and was rewarded with a circular giving the details of one or two positions abroad.

Accompanying the list was a long letter from the *Overseas Gazette*, which stated that highly remunerative, passage-paid vacancies were constantly occurring in Ceylon, India, Malay Straits, Africa, Rhodesia, South America, etc., which escaped the notice of many people owing to the lack of genuine information.

The letter went on to explain that "our services are available to clients of any profession, trade or calling."

It was also added that, if a suitable vacancy did not appear in the shilling list, the applicant should pay larger fees for particulars of the other positions, which would be forwarded as vacancies occurred.

The further fees range from 2s. to 3s. 6d., from 4s. 6d. to a guinea, and from a guinea to 35s.

One might imagine that, in return for the more substantial fees, the *Overseas Gazette* is able to supply some confidential information concerning vacant posts, and that its information is exclusive.

A simple job

Such is not the case. The people running the *Overseas Gazette* simply make a daily raid upon the advertising columns of the leading London newspapers, copy the details in their duplicated circulars and post them off to the clients, who believe they are purchasing special information.

What chance have the clients of competing with those people who answer the advertisements as they appear in the Press?

Considerable delay must necessarily be incurred in combing the advertising columns, selecting, copying, duplicating and despatching, and the unfortunate purchasers of the "lifted" lists cannot possibly be in the "front rank" when applying for any particular position.

In return for its more pretentious fees, the *Overseas Gazette* introduces a system known as "direct application work."

Fruitless work

In return for a guinea it undertakes to supply twenty-five typewritten letters of application for a given post, selects the twenty-five companies to which they are to be sent, duplicates twenty-five testimonials to be included with the applications, and supplies foolscap envelopes already addressed to the companies.

This is merely a cloak to what is little more than a typewriting agency, for the names of the companies usually appear to be selected from books of reference, irrespective of whether there are any vacancies or not!

In one case an employer received something like twenty different applications in a few months from clients of the *Overseas Gazette*, although no vacancies existed!

The Rt Hon. Sir A. Steel-Maitland, M.P., Minister of Labour, who should watch the schemes put forward by "unemployment specialists"

In another instance an overseas firm received over a dozen similar applications for a position that was no longer vacant. Although these applications were from different people they were worded in the same phraseology.

Victims' poor chances

Every one was "healthy, strong, of good education and appearance," and every one declared that the firm could rely upon him directing all his energies towards giving "really conscientious and efficient service, combined with tact, initiative and adaptability."

Apart from the poor chances of the victims of the *Overseas Gazette* who are given this rubbish in exchange for their guineas, this system must cause endless annoyance to overseas firms, even if they have vacancies.

And how can they make a satisfactory selection when every applicant seems to be the twin brother of the other?

We are glad to know that certain newspapers now refuse to publish the advertisements of this enterprising concern.

Meanwhile, the Minister of Labour might well consider whether any action can be taken to protect the unemployed from being thus exploited.

THE £5 TOUT

AN AUTHOR'S BEGGING BUREAU

A Very Queer Campaign

AN appeal from an old Public Schoolboy to fellow-students will gain ready ears. This is well known, but unfortunately in some cases advantage is taken of it. Recipients must be wary

"I AM an old Carthusian writing in the hope that the Old Boys will rally to my assistance. I lost an eye during the war while on special service in France and have no pension."

So opens a stirring appeal addressed from 46, New Court Chambers, 57, Chancery Lane, London, W.C., signed by Hugh L. Ames.

The letter goes on to say that Mr. Ames has suffered very heavy financial losses, but that he is now offered "a substantial interest as organising manager for a new health centre and club strongly advocated by prominent members of the medical profession."

Further, he has to provide a portion of the money necessary to acquire the property, and he asks for support from Old Boys to the extent of £5 each.

The fivers, Mr. Ames explains, will be vested in trustees to whom shares in the company will be issued on the condition that he is at liberty to acquire them later for cash.

Big hopes

The money will thus be amply secured, he assures the Old Boys, and he hopes and believes will be returned within the year.

Mr. Ames also hopes that those who received his letter will send a cheque at once, crossed "a/c Ames Fund," for £5, or if possible a double subscription. Not to him, however, are the cheques to be sent, but to a friend at the same address in Chancery Lane.

By so doing, Mr. Ames assures his readers, at no ultimate cost to themselves, they will assist an old Carthusian to recover the position he has lost through no fault of his own.

One of the gentlemen who received his letter was sceptical about it.

Sending the appeal to us, he asked us to make a few enquiries to discover whether the scheme was really worthy of the desired support.

In attempting to solve the question of Mr. Ames' implied poverty, our representative visited Chancery Lane.

The door was opened by a man who admitted that he was Mr. Ames' servant and who said that his master was at lunch at a Strand restaurant, but he did not know exactly where.

Enquiries were made in other directions.

A strange omission

We have discovered that Hugo Lawrenson Ames was at Charterhouse School from 1879 to 1883, since when he appears to have been many things—including an author and lecturer.

In the last two spheres he appears originally to have met with much success.

Mr. Ames does not mention in his letter that he has a wife to support.

This is an omission we did not quite understand until our representative made enquiries at the restaurant to which he had been referred, where he found that Mrs. Ames was actively engaged in running it and, in the temporary absence of her husband, she seemed to know all about the appeal.

It is Mrs. Ames, indeed, who claims to have the "sole option" on what is described as a "magnificent estate, which would make a world centre," and it transpires that it was to acquire this property that Mr. Ames appealed to the Old Boys of Charterhouse.

Ambitious aims

It is proposed to purchase a country house for £15,000 and to carry on the property as a "Health Centre on the lines advocated by the New Health Society."

The prospectus further states that "very substantial guarantees of support and recommendations have been received from leading physicians."

The prospectus adds that the opening in the vicinity of the proposed "Centre" of an hotel *de luxe*, such as the syndicate intends to provide, will fill a long-felt want and it can be safely predicted that the project will become the most exclusive and select establishment in England.

We are sorry to throw a damper on such enthusiasm, but we are compelled to point out that Mr. Ames' methods show a lack of those qualities which would fit him for the position of "organising manager" which he covets.

It is obvious that his letter has created an entirely false impression in the minds of many who have received it.

It is equally patent that they, as well as the Charterhouse authorities, may properly resent the use which has been made by Mr. Ames of his former association with that famous school.

A better business

More particularly may this be so in view of the fact that this is not the first venture of the kind with which Mr. Ames has been previously associated.

Several enquiries have been made about him from time to time at the offices of the Charity Organisation Society, where he is well known.

Why, in any case, should Old Carthusians be asked to stand the racket of his "Health Centre" ventures?

Frankly, we think Mr. Ames will do far better to return to the fields of oratory and literature in preference to the broadcasting of heartrending appeals.

A PEST IN PETTICOATS

THE "LEGITIMATE" BOGUS MANAGER

Traps for Dancing Girls

VERY few measures in recent years were received with more universal satisfaction than the Theatrical Employers' Registration Act, which came into force a year ago.

The object of the promoters of the Act was to eliminate the bogus manager. It was believed that they had succeeded.

The stage, it was thought, would no longer be cursed by the touring harpies who engaged performers wholesale without having the means of paying them, and, as often as not, left their companies stranded and penniless.

After a careful examination of the workings of the Act, we declare that it is a failure and that sweeping amendments are called for.

Horrible conditions

The case of Millicent Mabel Bate, known as Madame Fullerton Moore, who carried on an employment agency for dancers, theatrical and variety artistes, at Station Parade, Balham, illustrates forcibly the danger of allowing undesirable persons to register themselves as theatrical employers or to carry on their exploitation of young girls unchecked.

This woman engaged a troupe of dancers, nine of whom were under fifteen years of age, and sent them on tour to Huddersfield last December, in charge of a Miss Hilda Douglass.

For the first few days they were engaged in rehearsing and throughout the whole of this period were kept short of food.

Miss Douglass stated that Madame Fullerton Moore gave her only £2 when she left Balham. Out of this she had to pay for rooms and food for eleven people.

When she wrote from Huddersfield for more money, all she received was £1, so she went to the police, and through their intervention a sum of £14 was obtained from the management of the company, this sum being absorbed by liabilities already incurred. Later she received a further £6.

The police stated in evidence before the Public Control Committee of the L.C.C., that they considered the methods of Madame Moore called for investigation.

At the end of their tour, some of these poor girls returned to London penniless.

But for the kindness of strangers, they would have had insufficient food, and at Liverpool nine girls were herded together in two small rooms which served as living, dining and bedrooms.

The L.C.C. Committee has very properly revoked this woman's agency licence, but she still remains on the register of theatrical employers, and they are powerless to remove her name or to prosecute her.

Anybody's business

In the face of this story, the public will be astonished to learn that as long ago as May of last year, the Home Office informed the L.C.C. that the duty of enforcing registration under this Act was not one which ought to be placed upon the police.

The council thereupon asked him who should take proceedings, to which he replied that he understood it was the intention of the Association of Theatrical Employers to do so.

He further thought it was the intention of Parliament to leave action to be taken by the parties aggrieved!

At the present time there are no fewer than sixty cases on the files of the L.C.C. of abandonment of theatrical performers, failure to pay salaries, breaches of contract and other offences under this Act.

Yet the Home Office suggests that helpless young girls of fourteen should be left to take action!

A varied career

In drawing attention to the case of Madame Fullerton Moore, the Public Control Committee of the L.C.C. has done valuable service, but this case should not be allowed to remain where it has been obliged to leave it.

This woman did not face the committee. She sent another woman to defend her, a Miss Ruby Ray, who acts as her secretary and assistant, and who sometimes takes troupes of young girls on tour for her.

Miss Ray did her best to defend her employer, but was obliged to confess that the latter had masqueraded under other names.

It appears that in 1924 Mrs. Bates lived in Brixton Road as Madame Angela. During that period of her career she was responsible for a number of children going from London to Glasgow, out of which serious difficulties arose.

At another period this same woman lived at an address in Maida Vale under the name of Madame Georgette Dumourier, and at yet another she was known as Mlle. Trevaux.

We suggest it is time this chameleon exploiter of young dancing girls was brought to book.

It is imperative that the law should

Mr. Cyril Jacobs, Chairman Public Control Committee, L.C.C.

be amended so as to make it impossible for people like her to be registered as theatrical employers, and to be prevented from acting in that capacity either with or without registration.

The law at present is a typical example of muddle-headed legislation. Instead of making the bogus manager impossible, it has rather bettered his position.

At the present time, there are a number of theatrical agents who are also theatrical employers. They have to be licensed to be agents and registered as employers.

Amend the law!

Local authorities may revoke or refuse to grant agency licences, but they have no power to refuse or cancel registration or to enforce the penal provisions of the Act.

The London County Council, on the advice of its Public Control Committee, is now urging the Home Secretary to amend the Act without delay. Public opinion, when it is informed of the facts, will demand that he do so.

AND SO DIED A HEROINE!

"John Bull" pays £500

THE North Country has been profoundly moved by the splendid heroism and self-sacrifice of Mrs. Alice Hilliard, a mother of Hull.

A simple woman of the working-folk, Mrs. Hilliard had lived an uneventful life, until a few weeks ago a tragic event, such as might overtake any home in Britain, put her to the great test.

Mrs. Hilliard

In an agonising moment, amid the flames of her burning home, she had to make the terrible choice between her life and those of her little ones.

She did not flinch. The children's lives were saved; she, the mother, died in saving them.

The Hilliards' home was indeed a happy one. There were five bright and bonny children and the father, Mr. Lancelot Hilliard, was in steady employment as a dredgerman with the London and North Eastern Railway.

They occupied a two-storey house at 7, Walter's Crescent, Northumberland Road, and one night, at about ten, Mrs. Hilliard had put the children cheerfully to bed and had herself retired, her husband being on late duty at the river-side.

Wonderful efforts

Little did the children dream that it was for the last time that their mother's hands should tuck them in so cosily, and that never again would that loving voice lead them in bedtime prayers.

Tragedy came swiftly. Hardly had they fallen asleep when Mrs. Hilliard was startled by a loud explosion in a room downstairs.

Almost before she leaped from bed the flames had mounted furiously to the upper storey and already white tongues of flame were leaping through door and window and the bedroom was filled with dense smoke.

The mother might have saved herself, for there was still time, but she forgot herself.

The only comfort

First one of the children she carried from the inner room to her window and then another until all of the terrified little brood stood trembling within sight at least of safety.

By this time the neighbours had been roused by what was afterwards declared to be the fiercest blaze in memory in the city of Hull.

Heroic efforts were made by four neighbours, Mr. George Tomlinson, Mr. Walter Hepton, Mr. Walter Wilson and Mr. Herbert Gaunt, to reach the trapped family.

But the flames had beaten them, for already the stairway was entirely consumed.

Then Mrs. Hilliard did all that was left for her to do. The children, whom she had shielded with her own body as best she could from the flames, were dropped one by one into the arms of those below.

Never did she lose her calm, although she was seared and scarred and in dreadful agony. Then she leaped herself, but not before she had received injuries from which there was no hope of recovery.

Next morning she died in the Hull Infirmary, her last and only comfort being the assurance of those who tended her that the two of her bairns whom she had been unable to save from severe burns would recover.

A loving memory

It is difficult to find a silver lining for so dark a cloud as has enveloped this little home, but the husband—who, by the way, is a registered JOHN BULL reader, and has therefore been paid the £500 to which he is entitled under our Free Insurance Gift—and the bereaved children have this consolation that in losing a wife and mother they gained the memory of a real heroine.

Tally Ho! Justice

A Horsey Tale

JUSTICE! If you want it tempered with mercy, go a-hunting. Indeed, so racy was its temper at the Withernsea (Yorks) Petty Sessions a fortnight ago, that we felt the justices responsible should have their names handed down to posterity.

Mr. William Henry Todd, a follower of the Holderness hunt, was riding one morning on the footpath.

A constable, acting on instructions, stopped Mr. Todd and duly reported the matter. A few days later he was caught again.

Riding with him this time was Miss Allison Watson, daughter of the town clerk of Hedon. Miss Hilda Hosdell, daughter of the chairman of the Withernsea Bench, was also summoned.

Now, of course, Mr. Hosdell could not preside over the court before which his daughter appeared, so he retired after having heard the first case against Mr. Todd.

All three offenders were convicted. Each was fined sixpence and no costs were imposed.

What a difference!

The next case was called. The central figure was a young slip of a lad who said he had lent his cycle-lamp to a friend, with the result that he himself had actually ridden without a light.

He had to pay five shillings.

Withernsea is a popular bathing resort. Evidently it has other attractions, and horsy folk have a real good time.

They may ride on the footpath for sixpence, and there's no entertainment tax!

A TRAGIC BURIAL BLUNDER

COFFIN LEFT EXPOSED

Home Office Indifference

RETURNING to visit the grave of her only daughter, in Tooting Parish Churchyard, a month or so after the funeral ceremony had taken place, Mrs. Pamphilon was confronted with a tragic spectacle.

Her loved one's grave had not been filled in, and the coffin was covered with water!

The shock of this terrible discovery to the bereaved mother is not to be imagined.

Mrs. Pamphilon had nursed her child through a long and painful illness, and was utterly distracted at her loss.

She was, therefore, in no fit state to withstand such an unexpected blow.

Who is to blame?

Appalled by her discovery, she approached the vicar, the Rev. D. Keppel, who informed her that it would be necessary to refer the matter to the Home Office authorities, as the flooded state of the ground was responsible for the unfortunate delay in completing the filling in of her daughter's grave.

Determined to see her daughter decently buried, and to ensure that the poor remains should receive reverential treatment, Mrs. Pamphilon pressed the matter.

She was informed that the Home Office would sanction a reinterment on payment of two guineas for the licence. A further charge of £2 12s. 6d. would also have to be met for the reburial.

Most people will agree that it is preposterous that this unhappy woman should be expected to meet this additional charge simply because the original burial arrangements, for which she had already paid, had not been concluded in anything like a satisfactory manner by the Church authorities.

It is only fair to add, however, that the blame for this sorry business does not rest with the latter.

They have long been aware of the unsatisfactory condition of the lower-lying portions of the graveyard, which are easily flooded in rainy weather.

Mrs. Pamphilon

Three years ago the vicar himself wrote to the Home Office on the matter and suggested that, owing to the waterlogged condition of the ground, the graveyard should be closed officially.

An inspector was sent down by the Home Office and it appears that he disagreed with the vicar's views, whereupon the latter applied to the Bishop of the diocese, and another inspector was sent to make a survey.

The second inspector agreed that the place was no longer fit for burial, but, apparently, the Home Office refused to reconsider its previous decision.

A representative of JOHN BULL, who made a special visit to the graveyard only the other day, found ample evidence in support of the vicar's contention.

The grave of Mrs. Pamphilon's daughter, which lies in a spot where all the surface drainage from the graveyard collects, was still open and full of rain water.

In the vicinity of the grave there were other pools of water which had not drained away because of the waterlogged condition of the ground.

While Mrs. Pamphilon is the only actual sufferer at the present moment, it is obvious that others may easily find themselves in a similar predicament.

An obvious duty

If freshly-dug graves are liable to be flooded, and all work on them impeded, there are surely ample grounds for condemning the land as unsuitable.

It is generally understood that the fees paid to a Church in connection with a funeral cover the proper interment of a body.

If, as in this particular instance, the Church authorities are unable to carry out their part of the understood contract, drastic action seems necessary.

We sincerely trust that the present pitiful story will lead the Home Office to admit its error of three years ago, and defray the cost of a proper burial for this dead girl.

It is nothing less than disgraceful that a coffin should remain exposed for six weeks, there being nothing but a few boards and a couple of feet or so of sediment and water between it and the public gaze.

Hawker's Hard Luck

From Prairie Fire to Poverty

FREDERICK ISAAC LEVY, of Belvedere, Kent, is now struggling for the existence of his wife, eight children and himself. He is an ex-soldier and has held a licence for street-trading in the City of London since 1912.

For some years the family lived in Southwark, and, having saved a useful sum of money, he took them to Canada in 1923.

There Mr. Levy found employment on the railway, but disaster came almost as soon as they had settled down in their prairie home. The house caught fire and not a stick or a stitch was saved.

An awful plight

Mr. Levy appealed to the authorities for help, but all they could offer was a free passage back to England.

So back to Southwark they all came in May, 1925. After Mr. Levy had been relieved by the Southwark guardians, a friend started him with a fruit barrow again. But there was trouble with a landlord and the family were turned out.

For five months after his return to England, Mr. Levy and his family, with the exception of two children, lived in one room. They are now living in a disused tramcar at Belvedere Marshes, Kent—a settlement referred to in these columns as "the worst village in Britain."

Scant sympathy

The only member of the family with any work is the eldest boy, a lad of 15½. The eldest girl suffers from infantile paralysis, and the other six youngsters are all under fourteen.

With the few shillings earned by the boy, and a total exchequer of less than 30s. per week for the whole family of ten, it is not surprising that their rent is in arrears.

Owing to lack of boots for the children, so that they were unable to go to school, not long ago Mr. Levy was fined 7s. 6d. in consequence.

Because he refuses to take his family to the workhouse, Mr. Levy receives scant sympathy from the Dartford guardians and other authorities. Perhaps they will tell him how a hawker can make a living in a workhouse!

A Singular Service

The Call from Canada

A LANCASHIRE reader has just been favoured with a most extraordinary circular letter from the Ada Travel Service, of 344, University Street, Montreal, Canada, which opens with the announcement that he has been "recommended" as "one who is desirous of increasing" his income.

It refers to the numberless opportunities to be found in the United States, and hastens to emphasise the fact that there are certain difficulties in grasping those opportunities.

That is where the service comes in. It offers to place those opportunities within reach of anybody who will subscribe £1 11s. for the privilege.

The majority of people, it declares, do not realise what rights they have under the United States immigration laws.

A big claim

The Ada Service claims to have "the assistance of professional men and business men as well as others in Canada and the United States," and undertakes to furnish information as to how, when and where admission to the United States can be had and what opportunities exist."

Earning the service

Our Lancashire reader was presented with a booklet of ten coupons, entitling ten subscribers to enrol with the Ada Travel Service for the reduced fee of £1 1s., but he was told that he could, if he chose, actually sell these coupons for cash, and keep the money for himself as commission for introducing others.

It was pointed out, however, that if he scrupled to make profit from his friends in this way, he could dispose of the vouchers in any way he desired.

If all ten were completed and returned with subscriptions he would be entitled to full service free of all charge.

We venture to suggest that any genuine travel bureau in this country will willingly furnish enquirers with reliable information relating to the United States immigration laws.

And they will not ask a fee of £1 11s. or even £1 1s.—they will give this service for nothing!

PESSIMISTS are the nation's worst enemies. Tears and lamentations are their stock-in-trade. There is no room in the world for them to-day. Optimism, combined with common-sense and good government, will make the wheels of progress revolve

Who Wants a Dog Fight?

by JOSEPH McCABE *(formerly "Father Antony")*

PESSIMISTS who tell us that Englishmen were formerly jollier, healthier, stronger, better-off or more virtuous than we are, have no good reason for their croaking. We have plenty of exact evidence at least for a hundred years ago, and it shows that we are both better and better-off than our great-grandparents were.

It may or may not be true that a man's character depends upon his surroundings, but we know what to expect when we hear how people lived and worked a century ago.

There were then about ten million workers in England. Between one and two million of these were children, working from the age of seven for a penny a day, and working at least twelve hours a day for six days a week.

Adult workers were in their filthy shops for from fourteen to sixteen hours a day. There was no Saturday half-holiday; and the average wage of all the adult workers in England was not more than 12s. a week.

Workers' terrible toil

We can imagine the kind of home. In the manufacturing north it was generally a cellar without windows (which were heavily taxed) or drains. Candles were taxed, soaps were taxed, newspapers were taxed, though that mattered little, as not one working man in ten could read.

To work fifteen or sixteen hours a day, as most men did, walking to the factory every day, they would rise at four and not return before eight, Saturdays included!

If they cared to knock an hour off their sleep they might look round for a little recreation; but there was really nothing except a dog-fight, man-fight or woman-fight in the unpaved streets.

If our teachers were instructed to tell children less about ancient battles and royal antics, and more about the mass of the people, we should have a short way with pessimists.

One type of grumbler tells us that certainly the rich are richer, but the poor are poorer. He does not know what he is talking about. The average wage of the worker and small middle-class man is now from three to four times what it was a century ago, and we spend £400,000,000 a year on benefits (education, pensions, etc.) to those classes.

It is a demonstrable fact that less manual labour is done in England to-day than a century ago, yet ten times as much is paid in wages.

Atrocious adulteration

And make no mistake about the value of the money. The value of the pound was much the same a century ago as it now is. Bread was almost as dear as to-day, and it was atrociously adulterated.

Cases were given in court in 1826 in which large quantities of flour were adulterated to the extent of one-third with ground bones and plaster of paris. Sugar, which was a shilling a pound, was loaded with salt; tea with lead ore.

But tea and sugar mattered little to the average father of a family, who had from 10s. to 12s. a week. Nine out of ten children in England never had sugar, milk, jam or cakes. Nine out of ten working men and women never had tea, sugar, butter or eggs, rarely tasted beer, meat or cheese, and never smelt tobacco.

Most of England lived on bread, potatoes, cheap fat and water, worked twelve to sixteen hours a day, and died before the age of twenty-five.

We can guess the morals, from which we are supposed to have degenerated. That famous report on a savage tribe, "Manners beastly, morals none," would have been a fair label.

The gentry who occupied Westminster at that time—three-fourths of them being controlled by 150 wealthy men—ordered two reports which ought to be put in the hands of our moral pessimists.

Past belief

One was a report on the condition of the agricultural workers in 1824, and the other on the condition of factory children in 1832. "Bastardy is general," the country witnesses say, one after the other; and in London, the police reported, there were 25,000 loose women to a million people, and a further 25,000 lived partly by prostitution.

In one pub in the Strand in 1825 twenty-five young men were arrested for a certain vice in one night. The figures of crime were, in proportion to population, double or treble what they now are.

The neurotic people who are fond of declaring that we have made no progress during the last fifty years ought to be recommended to read through the London papers for 1824 and 1825.

Boys of sixteen, heavily drugged with brandy, fought at Eton until one fell dead. Women fought prize-fights with naked fists. Wives were put up at auction and knocked down for a gallon of ale.

Guides to the art of duelling were advertised in the best papers. The gentry drank themselves under the table every night, and got off lightly for the most abominable rapes. Gambling was universal.

A very formidable type of pessimist is the anæmic man who sees crowds coming out of a cinema or a football-ground, and reads a paper on it at the next meeting of his society. He has never seen a match or a film, and does not know what fine recreational value they can have.

The blind critic

But his chief mistake is that he never asks what the crowds did with their time before the movies were invented or football became popular. Does he imagine that they were reading Plato? They were filling up the time with horseplay and coarse jokes on the filthy streets or attending salacious "penny slangs."

The most humorous thing about these censors of our morals is that they never reflect that their class did not exist a century, or even half a century, ago. There was not the slightest check on cruelty to wives, children or animals. Hospital service was scanty and atrocious. The only teetotallers and vegetarians were the workers, who had to support large families on what is now the wage of an errand-boy.

The progress in public idealism has been as remarkable as the spread of education and refinement, the improvement of morals, and even the industrial and economic advance.

There was no pessimism a century ago precisely because there was so little idealism. It is the general improvement in moral tone which has created the men and women who complain of our moral tone. Let us, by all means, have criticisms of what is still wrong, but let us have them in facts and figures.

If we are degenerating, show us the generation which was superior to us. For my part, I am prepared to take up the challenge for any age or generation in the whole course of history. No freer, happier, healthier, or better generation than ours ever existed.

Let me give one last illustration. At the back of very much of this pessimism of modern times there is just one supposed fact, the increasing

Mr. Joseph McCabe

horror of warfare, and it is as mythical as the pure bread and abundant beer of our great-grandfathers.

Now, let me not be misunderstood if I seem to meet the challenge lightheartedly. War is an abomination, an anachronism. It is one of the deepest of the remaining blots on our civilisation that this advancing generation of ours has not made an end of this periodical bloody vandalism.

Where progress stops

But let us keep an eye on the facts. Modern warfare is not more terrible than war ever was before. In spite of poison gas, incendiary bombs, 'planes or Zeppelins, we have proportionately reduced the mortality of the combatants by one-half, and lessened the mortality and sufferings of civilians by very much more than one-half.

Compare the exact figures about war in Mulhall's old "Dictionary of Statistics" with the figures of the great European war, and you will see that that is a strict arithmetical truth.

Moreover, with our antiseptics, anæsthetics, and modern hospital service we have very greatly reduced the sufferings of the wounded. Even the cost of war, in proportion to the new resources of the combatant nations, is not clearly greater.

It is possible to think very clearly, yet feel very deeply, on social questions. Try this, and you will see the real truth about such matters.

We have made immense progress in every respect except the political. The science which has created our new wealth and the education which has improved the general character are the servants, not of the nation, but of the political bureaucracy.

Down the dumps!

We have improved nearly everything in England almost out of recognition except the most important thing of all, the machinery of national administration, which is still built more or less on the model of the crude machinery of the eighteenth century.

We have reduced crime in this country literally by two-thirds while the population has more than doubled; and let critics of England realise that that is the proudest record in the whole of civilisation.

Education is still very imperfect, and will yet do far more. Science—an economist has just claimed that it has doubled the colossal wealth of America in the last ten years—is in its infancy.

Let us get out of our economic and political doldrums, and the old ship will forge ahead more rapidly than ever.

Here comes GALLOPIN' GUS

The Lucky Gee-Gee FREE FOR 150 COUPONS FROM Bar One Cigarettes

FREE for 150 Bar One Coupons

Careful! He's temperamental . . . Gallopin' Gus is the new mascot that is given free for 150 Bar One Coupons. The funniest, most fascinating mascot you ever saw. Smoke Bar One and win him for yourself. Thousands of people are taking to these less expensive pure Virginia Cigarettes every day. At any price they would be good; at only fourpence for ten the value is supreme.

Write now for the list of Free Gifts and five Free Coupons to start your collection towards your first prize.

5 for 2D. 10 for 4D.

TEAR ME OUT

and I will bring you Free the WONDER BOOK OF FREE GIFTS

containing

5 FREE COUPONS

To The Standard Tobacco Co., Ltd., Dept. J.B. 89, Tabernacle Street, London, E.C.2.

PLEASE SEND ME THE FREE GIFT BOOK.

*Name*_____

*Address*_____

Send in unsealed envelope (½d. stamped). J.B.

He breathes cleanliness *it has a cash value*

MANY a business deal falls through because the salesman lacks something of that smart cleanliness which good taste and efficiency to-day demand.

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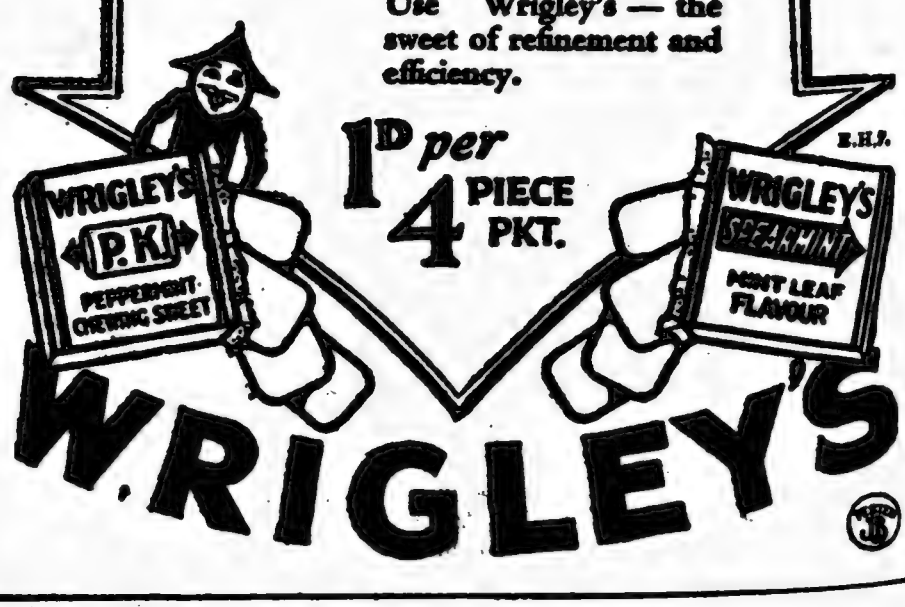

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To the Rt. Hon. Sir L. WORTHINGTON-EVANS, Secretary for War.

Dear Sir,—I have no reason to doubt the accuracy of your statement that in Soviet Russia numerous factories where gas warfare can be studied exist and that preparations for such warfare are being made. Unhappily, experiments in gas warfare are also being pushed in this country for all they are worth, but that you forebore to mention. The world is waiting for a lead in abolition of all such devilry. Our country is far advanced enough in intelligence to do it. Why not, in your capacity of Minister, have the pluck to suggest it? John Bull.

To the Rt. Hon. Sir W. JOYNSON-HICKS, M.P., Home Secretary.

Dear Sir William,—How would it be to follow up your enquiry into the methods of collecting charities with a similar investigation of the habits of insurance companies? Believe me, the average charity swindler is a mere bungling amateur compared with some of the gentlemen who, through the medium of life assurance, exploit the necessities of the poor. John Bull.

To the Rt. Hon. LORD CECIL, Grosvenor Square, W.

My Lord,—Along with M. de Brouckere and M. Titulescu, you have been engaged in drawing up a code of possible procedures should the League of Nations be called upon to take action in the event of a threat of war. This is practical politics, and eminently necessary. Exception to the use of aircraft has been taken by Italy, Japan, Germany and Colombia. Other countries object to the League ordering cessation of military movements at all. The safest possible preventive of all war is still the good will of the common people. I see no other hope for the world. John Bull.

To the Rt. Hon. VERNON HARTSHORN, M.P., Bridgend, Glamorgan.

Dear Sir,—Having been in the position of Postmaster-General, you have had opportunities of observing at first hand the working of the Post Office. Your tribute that, on the whole, there is no higher level of intelligence, honesty, sobriety and general good behaviour in any class of workpeople in the country than is found in the Post Office is well deserved. To put it bluntly, the whole of the smooth working of commerce depends upon them, and this should be remembered when scales of remuneration are fixed.

John Bull.

To the Rt. Hon. Sir WALTER RUNCIMAN, M.P., Barton Street, S.W.

Dear Sir,—You are eighty years of age, and still enjoying life. You began your career in the fields at a wage of 2s. 6d. a week, started a sea career as cabin boy and worked your own way up. I thoroughly agree that holding tight to ideals and sobriety has contributed to your success. Impecunious youths of to-day who want to get on in life might do worse than study your personal history. John Bull.

To Mr. HENRY FORD, Michigan, U.S.A.

Dear Sir,—I welcome you to the side of those who stand for the total abolition of capital punishment. The unhappy crime records of your own country are a sufficient proof of how the death penalty fails as a deterrent. I agree with you that those who vote for its continuance should be willing to take on the job, but you really touch the spot when you say let us first curb the conditions which create criminal motives in men, and that means taking definite action to rebuild a decent human system. John Bull.

To Sir BRUCE BRUCE-PORTER, K.B.E., M.D., Grosvenor Street, W.

Dear Sir,—Your warning to parents that children are more likely to grow into disease than to grow out of it should be taken seriously to heart. The custom of classifying rheumatism in the young as "growing pains" is a national danger. Pain is Nature's danger-signal, and to look upon it lightly is the extremity of folly. John Bull.

To Mr. H. B. LEES-SMITH, M.P., North Square, N.W.

Dear Sir,—You are undoubtedly right in your contention that air transport services will never be safe from perversion to the uses of war till they are internationalised under the control of the League of Nations. I am glad there is at least one Member of the House to talk common-sense while mad militarists are cavorting round the parish pump. John Bull.

To the Hon. Mr. Justice SANKEY, Dean's Yard, Westminster, S.W.

Dear Sir,—When you walk home after a long day in court, you think of the men whom it has been your painful duty to sentence, and you wonder "what on earth will the poor devil do when he comes out of prison?" Without the prisoners' aid societies the case of ex-convicts would be pretty hopeless. These societies are backed by a great deal of real humanity on the part of judges, but wider knowledge of their activities and greater help from the public are needed. John Bull.

To Mr. JOHN WALLACE, Canal Terrace, Aberdeen.

Dear Sir,—While looking for work, you chanced to be strolling alongside the Inner Dock, when a cry was raised, "Nellie has fallen in the water!" Without hesitation you plunged in to the little girl's rescue. You held her in your arms until a rope was thrown. I do not like to hear of any man being unemployed, yet I warrant that one mother thanks God that you chanced to be out of work. John Bull.

To GENERAL BOOTH, Salvation Army, Victoria Street, E.C.

Dear Sir,—Your detestation of birth control "as ordinarily understood" is naturally in line with your religious teaching. Nevertheless although you think it the "quintessence of selfishness," you wonder whether it is not to be preferred to crowds of workless young people thronging the streets of every town and city. I am sure of it. The real selfishness lies in bringing these hapless youngsters into the world, merely to toss them on to the industrial scrap-heap when grown. John Bull.

To Mr. JOHN GRANT, St. Michael's, Dufftown.

Dear Sir,—Remembering that your mother deprived herself of luxuries in order to send five of her sons to the University of Aberdeen, you have donated £1,000 to form a permanent fund toward assisting students of limited means. You especially wish this to be applied for the benefit of those who fall sick. If every good son of a good mother were to follow your example England would lead for long. John Bull.

Straight from the Shoulder

Sir Austen Chamberlain: "There are no secrets in British foreign policy."

The trouble is that there is precious little of anything in it, and that's why we want it altered.

* * *

Lord Cecil: "Peace is a paying proposition."

Then let us hope that self-interest may bring about what Christian humanity has failed to do.

* * *

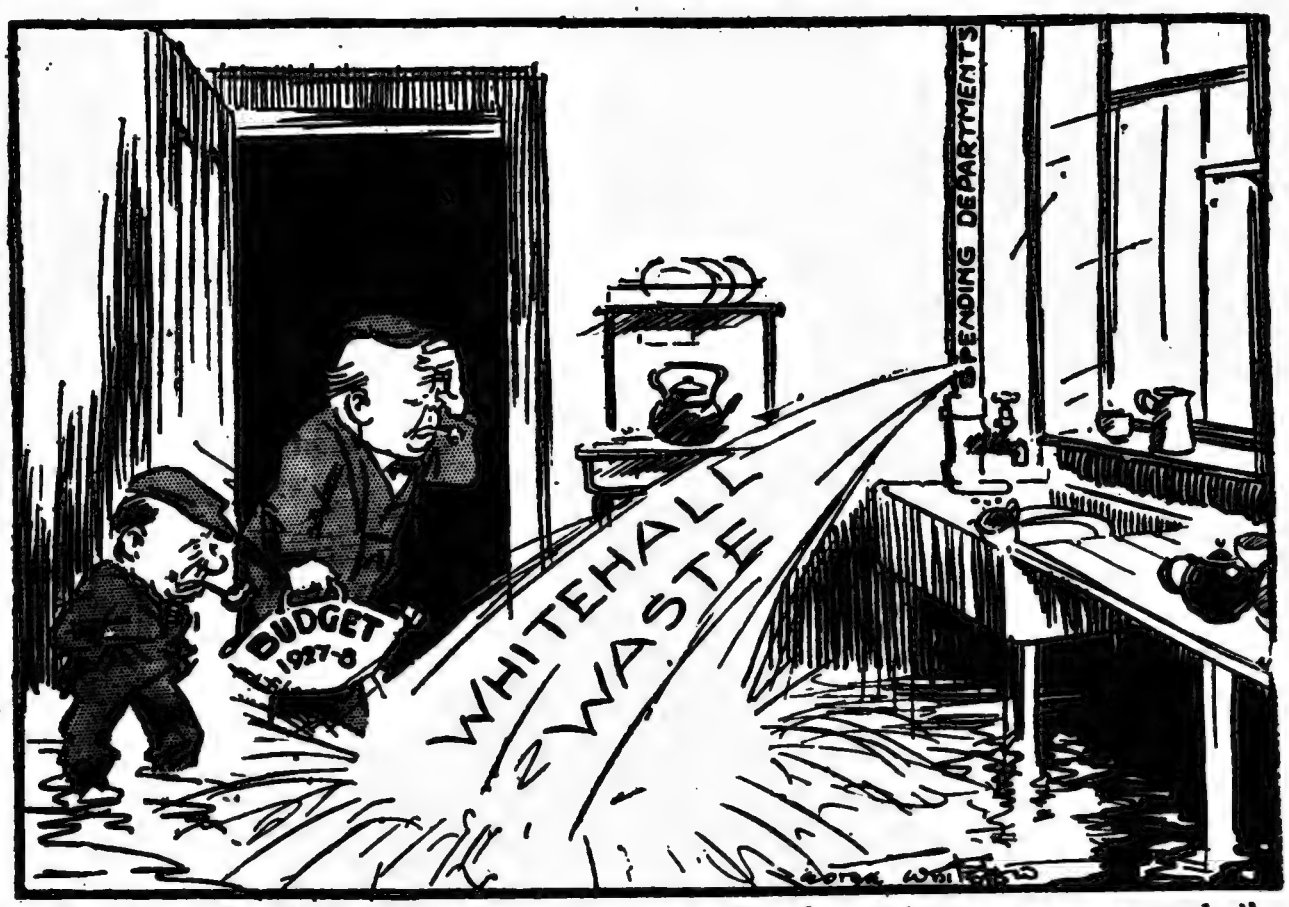
Bishop of Birmingham: "To the masses the New Testament is virtually unknown."

And the fault lies almost entirely at the door of the Church.

* * *

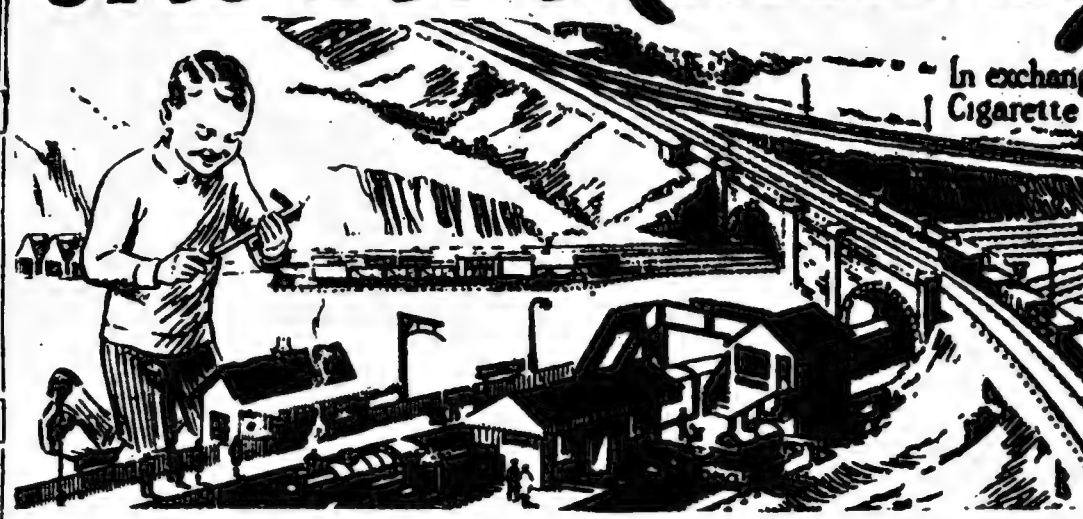
Mr. Gilbert C. Vyle: "The Exchequer is taking far too large a share of the profits of industry."

And will continue to take far too large a share of everything until we reduce the insane expenditure on armaments.



PLUMBER WINSTON: "Lumme! I've brought the wrong tools"

Model Railways Free



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are being given free in exchange for coupons from B.D.V. Cigarettes. The Engines will be the George V. type and the Duke of York type scale model. These Engines are beautifully proportioned models of our modern railway monsters and are guaranteed by the world-famous Northampton firm of Bassett-Lowke.

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Many "big boys" who are fathers, and uncles and even grandfathers, and many aunties and mummies will also join. Model Railway building is a fascinating hobby, whether for indoor instruction and amusement on cold and wet days or combined with the more exciting adventure of constructing a system round the garden. Under the B.D.V. gift scheme, the possibilities are never-ending, the system is ever growing, and winter and summer there is continuous instruction and entertainment for the boys—and for father!

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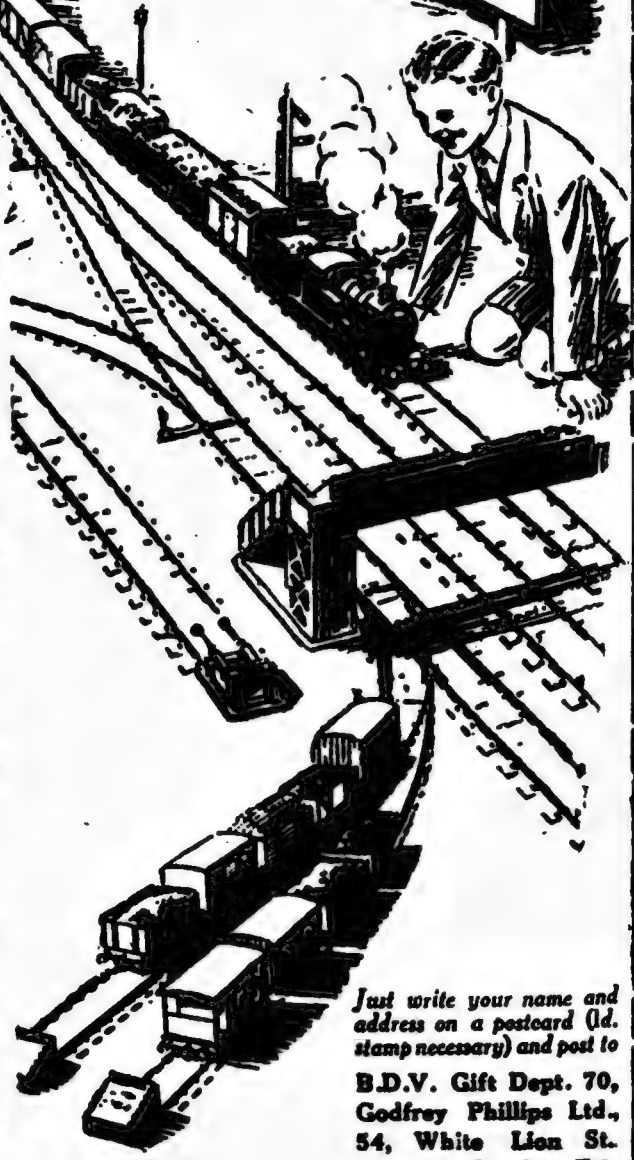

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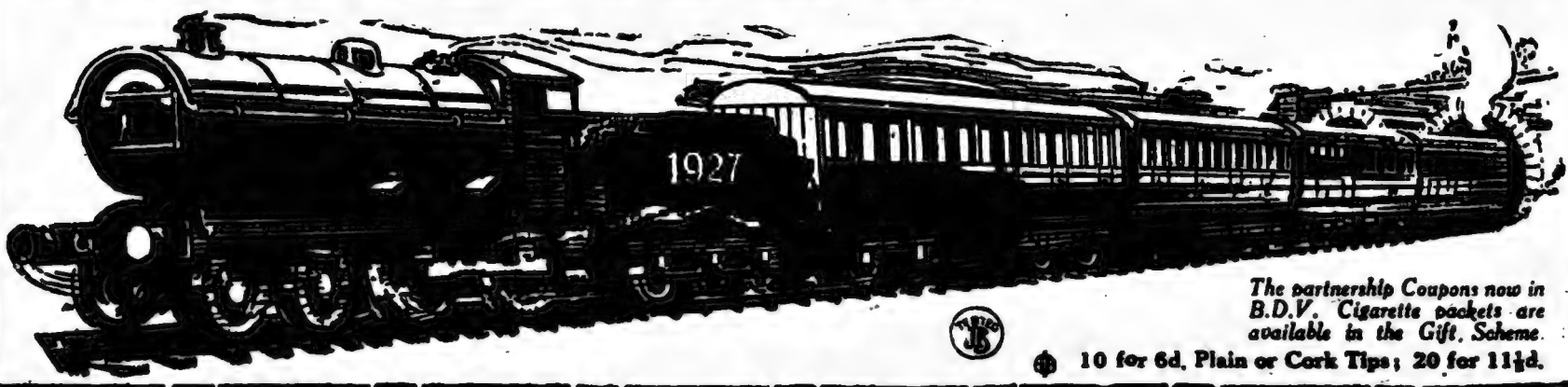

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Without Fear or Favour—by the Editor

THE DANGEROUS LOAF

MORE than half the bakers in the country are guilty of the use of dirty matters in their bread-making. Here is an opportunity for some public-spirited M.P. to take up the cause of decency and cleanliness, and earn the gratitude of the whole country

WHATEVER else bread is it should at least be pure. It should also be clean.

The Report of the Departmental Committee that has just pronounced on the treatment of flour with chemical substances has a good deal to say about the purity or otherwise of flour, but it leaves the question of cleanliness untouched.

What it has to say about purity is in itself sufficiently disturbing.

"Our view," says the committee, "is that flour should be a product of the milling of wheat without the addition of any foreign substances."

That is a statement that will command universal assent. But the facts are that flour is regularly treated by chlorine, nitrogen tri-chloride, nitrogen peroxide and benzoyl peroxide, not to mention acid calcium phosphate, acid ammonium phosphate and various other chemicals.

These are, by a perverted sense of humour, called "improvers" by the bakers. Where they are not improvers they are used for the bleaching of the flour.

A committee has condemned the majority of these foreign substances out of hand, and we hope no time will be lost in prohibiting their use.

IT is rather strange, however, that nothing has been said about cleanliness. While it is true that in the large towns conditions among master bakers leave little to be desired, there are thousands of small bakers in small country towns, in country districts, and in the slums, where the conditions under which the staple food of human consumption is baked are positively deplorable.

It is estimated that in England, Scotland and Wales there are 32,000 bakehouses, and it is extremely doubtful if 25 per cent. of them are up to standard.

As in many other trades, the Factories Act is quite easily evaded by a large number of these bakeries. Where machinery is used they come within the Act; where there is no machinery the Act cannot touch them.

All kneading of bread should, of course, be done by machinery. One need only draw attention to the heat in which hand-kneading has to be carried out, to have it realised without further argument how insanitary the absence of proper machinery makes bread-making.

Before now, a missing clay pipe has been known to turn up in a batch of bread, and it is no uncommon thing for the kneaders to smoke as they work.

THE chemical "improvement" of flour and the cleanliness of bread-making are two inseparable problems.

The chemical improvers cause dermatitis, an unpleasant skin disease, and bakers with dermatitis, whose hands and arms are diseased, knead the bread and mould the loaves.

To prevent the use of chemicals would go a long way towards preventing a lot of the unpleasantness that attends the making of bread. But is there any reason except short-sighted folly that stops us also preventing the kneading of dough by hand?

Surely, we are sufficiently enlightened to-day to insist that at all points the preparation of food should be as clean as it can possibly be made?

Surely, we have sufficient sense to see that it is of vital importance to the health of the entire nation to insist that the law shall prohibit the making of bread by hand, and by the installation of mechanical mixers sweep away at one blow a long-standing offence against cleanliness and good health?

Sir H. C. Monro, K.C.B., Chairman of the Departmental Committee appointed to consider the question of the adulteration of flour

A COLOSSAL STUPIDITY

Some Damning Statistics

WITH a General Election looming in the near future, and with nearly 1,150,000 unemployed upon the registers of the employment exchanges, no apology is needed for insisting that this problem is the first that needs tackling.

It is doubtful if the average elector realises its magnitude, nor does he understand how, instead of being even left stationary, it is actually being fed and swollen by colossal stupidity.

These are strong words, but they are the only ones correctly to describe the attitude of the present Government to unemployment.

For what are the facts? After seven years we have the worst unemployment this country has ever seen, both in duration and magnitude. In addition to the official figures of the Ministry of Labour we have all those who have been disqualified under the unemployment insurance scheme and who are drawing outdoor relief from the guardians.

TO glimpse the appalling cost in figures we must remember that taxes, rates and compulsory insurance have risen from £133,000,000 in 1900 to £958,000,000 in 1925-26. Since 1918 we have spent £300,000,000 in unemployment relief for which we have nothing to show but an ever-increasing load of individual misery, and a burden of taxation that is crippling industry.

We have over 2,000,000 juveniles out of work. And each year 600,000 further boys and girls leave school in search of work. Most of these children are allowed to drift unemployed or pass into blind-alley occupations until they reach the age of sixteen, when they come under the State insurance scheme.

NONE of these juveniles is receiving instruction to accustom him to the regular and useful application of his faculties. At enormous expense to the State we are actually creating, year by year, an army of men and women doomed to become a burden on the community.

Yet the Minister of Education deems it "economy" to leave things as they are, while the Government seems absolutely asleep.

We have a Ministry of Labour in which there is no responsible person or body whose duty it is to deal with the problem of finding employment. Employment exchanges have degenerated into centres of officialdom wholly absorbed in the technique of administering unemployment insurance.

These are the damning facts that every elector must hammer home when the General Election comes round. Do not be lured aside from this vital issue by any kind of trumped-up scare and wild alarum. Hammer home the facts, and hammer hard.

THE RED SCHOOL

Breeding Little Bolshies

THE House of Commons recently gave a second reading to Captain Holt's Bill for punishing the teaching of sedition and blasphemy to children. Politicians are waking up to the danger of inoculating young minds with envy, hatred, and rebellion.

We are in agreement with Captain Holt and his friends, but they do not go far enough.

The breeding of little Bolshies is a black conspiracy against the safety and order of the realm.

But not one-tenth of this evil indoctrination of infancy goes on in Communist Sunday-schools. These freak-organisations are so feeble as scarcely to be worth serious attention.

The real schools of sedition are not formally organised. Wherever the laws of humanity are flouted, the purpose of God dishonoured, there is a college of blasphemy open without entrance-fee to the poorest child.

The reeking slum, the disease-infested hovel, the moral cesspools of the overcrowded tenement-areas, these are the primary schools in which British youth is being trained to loathe the land of its birth.

Fathers goaded to crime through unemployment, mothers perishing miserably in the neglected agony of childbirth, babies dead of starvation; boys and girls conversant from the cradle with vice and shame; the stench of infection, dirt, discomfort, disease, the murk and squalor of the sunless streets and alleys, these are the lessons which etch their indelible mark on childhood's retentive mind.

It is good that M.P.s should be angry at the breeding of little Bolshies. Some day, perhaps, they will wake up wide enough to see where most of the foul business is being carried on.

A Big Trust to Smash

by E. ROFFE THOMPSON

NO man made the land; therefore no man should own the land. If the Chancellor of the Exchequer has any pluck he will defy this monstrous vested interest of landlordism and collect for the people what is the right of the people

The Rt. Hon. Winston Churchill, M.P., Chancellor of the Exchequer

MR. CHURCHILL will very shortly have to face the House of Commons with a Budget on which the deficit will probably be some twenty to thirty million pounds. That is to say, during the next financial year he will have to find ways and means of reinforcing the revenue to that extent in order that the country may remain solvent.

The Chancellor of the Exchequer has only to take for the State the true economic rent of the land, and the trick is done. His difficulties would disappear and an enormous and intolerable burden be lifted from the backs of the people.

More land would be released for housing, for agriculture, for every purpose in fact for which the land is needed and which the stranglehold of landlordism is preventing.

It is the height of absurdity to allow millions of acres of land to lie idle, contributing nothing to the well being of the State, merely because some few people claim to "own" them. Let them "own" them: but let them pay rent for the privilege of such "ownership."

The people robbed

When such a proposal as this is brought forward it is always alleged that it would be insuperably difficult to do it.

Why? Why should it be more difficult than other daring experiments this country has tried and carried through with success?

During the war, for instance, we tried a much more daring experiment. On a certain date we "deemed" every able-bodied man to be a soldier. We "deemed" that on a certain date the life of every able-bodied man was then and thereafter at the full disposal of the State.

Why should we not try the less daring experiment of "deeming" that on and after a certain date the land of England shall belong to the people of England to whom, in point of fact, it has always belonged in theory, although it had been stolen from them in practice?

If the Chancellor of the Exchequer could only bring himself to take this perfectly obvious course he would find himself already well covered by the accepted law of the land.

The first lesson

"I remember as a law student," said Mr. Lloyd George, "the first thing I had to learn was that there is no such thing as private property in land."

While in an accepted standard law book you find this: "The first thing that the student has to do is to get rid of the idea of absolute ownership. Such an idea is quite unknown in English law. No man in law is absolute owner of his lands, but only owns an estate in them."

If, then, there is no absolute ownership in land, how is it that we are so blind to our own interests that we allow certain gentlemen to maintain that there is?

How is it that we continue year by year to suffer the extortionate sums demanded, and far too often paid, for land that is urgently required in the interests of the public when the "owners" of this land are held, even by English law, to be not the owners at all but the tenants of the King?

It is estimated that the probable land value of Great Britain is more than three thousand million pounds—that is to say, the value that the land would fetch if sold in the open market.

If we only collected the rent of this land for the nation, even if we assessed the land-rent at no more than twopence on each pound of capital land value the yield to the Exchequer would be in the neighbourhood of £25,000,000 a year.

Reaping a rich reward

And I cannot for the life of me see that anyone would be a penny worse off unless the man who bought the land still determined to be a land monopolist to keep other people off his land. Such a man would certainly suffer, for he would be paying a very high price indeed for his behaviour; but neither I nor any other reasonable person could find much sympathy for him.

Let us look, if we are seeking a justification for such an act, at the great wholesale fruit market of Covent Garden. Originally the garden of the Westminster Convent, Covent Garden and Long Acre were together worth less than £7 per annum when first granted by Edward VI. to John Russell.

In 1924 Covent Garden Market alone brought in £15,000 per annum, and the purchase price when it was bought from the Duke of Bedford was £2,500,000.

Did the Duke of Bedford earn this £2,500,000? Did he put into Covent Garden market the work, the labour, the brains, the skill that has made it the enormously valuable property it is? He did not. He simply reaped the reward of other people's enterprise and hard work.

An unjust tribute

Sir John Hunt, the Town Clerk of Westminster, in his recent report to the London County Council, spoke of Covent Garden market and the owners of it as follows:

"They have established a stranglehold," he said, "on a large proportion of the fruit and vegetable trade of London and thereby they levy an unjust tribute on a substantial proportion of the food of the people by means of tolls imposed on traders who have built up and developed by their own skill, industry and enterprise, and at the risk of their own money, a vast world-wide business to which the owners of the market have in no way contributed either by their efforts or by risking their money."

That is very strong language, and in itself a complete justification for a revision of our idiotically stupid land laws.

Look at St. James's Square, another famous spot in London. Forty-five acres of land were granted by Charles II. to his illegitimate son the Earl of St. Albans.

In 1924 one acre of that land was worth £250,000, a stupendous increase in value brought about by the industry of others, but reaped by the "owners."

Since from the earth the labour of mankind draws all the raw material for food, clothing, houses, and every physical need of man, it is a crime against the whole of humanity that we should allow such a thing as gambling in land, that we should allow any man to say to his fellows: "I own the earth, and you must either pay me tribute or starve."

A recent writer called this absurd state of affairs "social leprosy," a description that errs not at all on the strong side. It is the public that provides the ever-increasing value of land, and it is time, and more than time, that we took for public purposes that which the public created—namely, the value of its labour.

There is one connecting link that nothing on earth can break—the love of a mother for her child

The Lov

IT is good to be back in "Sunshine Ward" again. As Miss Pauline Frederick, the well-known film star, said to me a few days ago after I had shown her round the wards, "There is no place like it in the world."

Mr. Philip Inman

There is an atmosphere abroad which comes like a draught of cool, spring-like air, particularly after my recent excursions amidst slumdom.

Rosalie and Freda Davis are nine-year-old twins. They had never been separated in their lives, and, alike in health, they must needs fall sick together. "A touch of the 'flu," it was called, but in twenty-four hours pneumonia had developed.

That was not all. Their mother, who has never been the same woman since her husband was killed in a motor-car accident some years ago, was taken bad with a heart attack, and the three of them were conveyed to the hospital.

In the children's ward Rosalie and Freda were found cots next to each other, and the fight was commenced against their cruel complaint.

* * *

EVERYTHING was still and silent in the Royal Albert Ward, and the bells of St. Martin-in-the-Fields had chimed the midnight hour. The nurse had gone her rounds, and all her patients seemed to be peacefully sleeping. But suddenly a ghost-like figure started to walk along the ward.

Instantly the nurse went to meet it. "What are you doing here?" she asked anxiously. "Back to bed at once." "My girlies," came the voice of Mrs. Davis. "I thought I heard them calling for me. Oh, please, let me go to them."

The words had scarcely left her lips when she collapsed into a heap on the floor. At first it was thought that she had passed beyond medical aid, but she rallied. The first words she spoke were, "My little darlings, I'm here. I'll come to you soon."

Was it mental telepathy or a wonderful intuition which told that woman what was happening? At that very moment Rosalie Davis, in her delirium, was crying for her mother. "I'm afraid," she was saying. "It's very dark and I can't see. Mum, come and bring a light with you."

A Government Joke

by A. G. GARDINER

TO admit that British films are a failure is an appalling national humiliation. But Governmental interference will not help in the slightest degree. Business brains and business methods are needed—and we have them both!

TWO events have happened to throw the film world into commotion. Sir Philip Cunliffe-Lister has brought in his British quota Bill, and a new and important British producing company is announced.

Both expedients have the same object. That object is the resurrection of the British film industry. But they approach the goal from opposite and conflicting ideas of how to deal with a disease, and, for my own part, I have no doubt as to where wisdom lies.

There is one point on which we are all agreed. The state of the British film industry is a national shame and humiliation. It is more. It is a national danger. We have been knocked out of the ring. As a producing nation we do not exist.

As an exhibiting nation we are a dependant of America, and if we want any change from the banalities that America sends us, we turn for relief to the more beautiful *technique* that the German experimenters have evolved.

A world disaster

This is bad from every point of view. It is bad for business. But more important even than business are the imponderable effects of this despotism of America, and this collapse of Britain. Mr. MacDonald laughs at the idea that the American film makes the South American or the Australian wear American hats instead of British hats, and the laugh is with him.

But in more subtle ways the American monopoly is saturating the world with American ideas to the exclusion of British ideas.

I should have no objection to the world being Americanised if the American civilisation was superlatively the best model on the market; but I am insular enough to believe that British civilisation has something better to offer, and that its loss of any share in the control of the most powerful instrument for the dissemination of ideas is a world disaster.

I do not take the view that it is the fault of nature. We have not enough sunshine to produce oranges; but we have plenty of sunshine to produce pictures.

Why Britain has been beaten

As a matter of fact, the tendency in the film industry is to rely more and more on indoor rather than open-air production. No doubt we lost ground to America during the war when we had other things than films to keep us busy.

But so had Germany, and it is obvious that if we had made the same progress as the Germans have made our films to-day would be challenging America all over the world.

The plain fact is that we have been beaten out of the field by superior energy, enterprise, technical skill, foresight. The lead—for we had the lead once—was snatched from us by a more aggressive business strategy and by a quicker perception of the world possibilities of the industry.

It is not a solitary experience. The American business genius has outstripped us in a score of fields, and we are simply deceiving ourselves when we lay the blame on Nature. Until we seize this fact we cannot come to grips with the real problem.

And it is because Sir Philip Cunliffe-Lister's method is an evasion of the fact rather than a seizure of the fact that it is futile.

When you protect a commodity you inevitably hit those who use that commodity as raw material. A tax on leather would create panic in Northampton and Leicester where the boots come from.

The film is the raw material of the exhibitor, and what the exhibitor wants is freedom to buy where he likes and what he likes, just as the aim of the public is to see what amuses it. There is no patriotism in business, and very little in the public appetite for amusement.

If a film is not worth seeing labelling it "British" will not send the crowd clamouring to it. If films are bad they only disgust the public; if they are good they cannot be withheld from the public.

The Hon. C. B. L. Tennyson, C.M.G., Deputy Director of the Federation of British Industries, an ardent advocate of the quota for British films

But the worst consequence of the protection method is that, by forcing them on the public, you put a premium upon incompetence. We do not say to the British producer, "If you don't give us better work you will have no show." We say to him, "We don't care what rubbish you produce: we will thrust it down the public throat."

Backing up incompetence

That is a disastrous policy even from the point of view of the home market. But from the point of view of the world market it is simply fatal.

It means that we shall be permanently out of the running, for though we may compel the British picturegoer to see 25 per cent. "British" there is no power on earth of compelling the Argentine or Indian or Australian renter to show what the public won't come to see.

And it is precisely our position in the world trade that should give us most concern. We can only improve that position by improving our commodity, and the protective expedient, by giving an assured market to inefficiency at home, will stereotype the inefficiency that excludes us from the open market abroad.

That seems to me the unanswerable case against the Cunliffe-Lister policy. It does not follow that the Government should give no help in resurrecting the film industry. But it does follow that any help it gives should be a stimulant, and not a sedative. It should be something that shocks it into activity, not something that sends it comfortably to sleep.

It ought not to be impossible to devise a terminable bonus or method of encouragement that will put the industry upon its mettle and provide a breathing-space within which it can explore all possibilities, with the knowledge that if it is to make good it must be on its own merits. This, coupled with some revision of the block-booking system, is the limit of State interference.

The thing that counts

For it is on merits alone that the British film industry has failed, and it is on merits alone that it can be revived. And it is for this reason that I turn from Sir Philip Cunliffe-Lister to the new producing venture as the real hope of the future.

When all is said and done, America has beaten us because it has put more brains into the business than we have. We have squandered plenty of money; but we have squandered it without intelligence. We want the livest minds, the best minds, the most creative minds at our command applied to the task, and at last it would seem that we are to have them.

ve Wire

In Sunshine Ward

by PHILIP INMAN

I was told by one who was there that it almost seemed as if the child heard her mother's voice in reply, for a faint smile came on to her face, and then she fell into a peaceful sleep.

It would take a book to describe the doings of the Davis family in the hospital during the next few days. Their lives ebbed and flowed not once or twice, but many times in the day.

ALL through a day and a night the life of Mrs. Davis was given up, and it was only the thought of her children that kept her going.

Every now and again her weak voice would ask, "How are my babies?" and when a reassuring answer was given she would say, faintly but fervently, "Thank God."

"If they die, she will die too," commented the doctor. And that was the general opinion.

Rosalie and Freda, too, had their ups and downs. It will be a happy day for this world when pneumonia receives its death-knell.

One day it almost seemed as if they had shaken off its shackles, only to be bound in its fetters again before nightfall, but at long last I think the corner has been turned.

When I walked through the Royal Albert Ward to-day, Mrs. Davis was again out of bed. "Promise you won't get excited?" I heard someone ask her. She turned to me and with a slight tremor in her voice said, "I'm going to see my babies. Isn't it wonderful?"

Freda, whose recovery had been more rapid than that of her sister, was sitting up in bed. The colour had come back into her cheeks and a happy smile played about her lips.

"She's been singing nearly all the morning, and once or twice Rosalie has joined in with her," the nurse told me. "Singing?" I repeated. "Come along, then, let me hear you."

AND those two bairns, whose soft, frail voices still carried traces of the strain through which they had passed, told me that "It ain't agoin' to rain no mo'." As they were in "Sunshine Ward" and as the day was particularly bright and spring-like, it sounded very appropriate.

Mrs. Davis was only allowed to stay for a brief while, but as she went away, the light of heaven shone in her eyes. "Excited," she whispered feelingly. "Who could help it? I shall soon be well again now."

[**** *Correspondents wishing to communicate with Mr. Inman should address their communications to "John Bull," 96, Long Acre, London, W.C.2.*]

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J.B. 26/3/27

A RELIGIOUS HUMBUG

CONTRACTS AND CANT

An Amazing Publication

AT last there has arisen in our midst a real superman, a giant whose unworldly powers should stagger humanity!

He is known as Mr. A. Parry-Fielder, and he resides, not in the exclusive atmosphere of Belgrave Square, but in the unpretentious purlieus of Brixton.

Mr. Parry-Fielder, it seems, is the man who can solve the greatest of all problems, unemployment. Where politicians and labour masters have failed, he is determined to succeed, and he has formulated a scheme which should leave these weaklings struggling inefficiently in his wake.

An inviting announcement

About two months ago an announcement appeared in a certain London newspaper to the effect that bricklayers, carpenters and labourers, who must be Protestants, were required to fill positions at £4 per week.

As may well be imagined, there was a rush of applicants, and each one received a printed letter, dated from an address in Denbigh Place, London.

This communication, which was signed by Mr. Parry-Fielder himself, stated that as so many replies had been received to the advertisement, it had been decided to call a meeting at which a summary of the whole scheme would be expounded by Mr. Parry-Fielder in person.

At the meeting, which was crowded, a most amazing project was unfolded to wondering job-seekers.

Mr. Parry-Fielder announced that he was the founder of a new movement called the Industrial Church of Christ, which, so far as we can gather, constitutes a peculiar intermingling of commerce and religion.

The founder had produced a special journal relating to his new movement and copies of this were distributed amongst the unemployed throng, who had gathered together for the purpose of securing the advertised jobs at £4 per week.

Mr. Parry-Fielder spoke scathingly of the wickedness of bishops and financiers, of strikes, political antagonism and general distress, and he assumes the same high moral tone in the first issue of the 1927 *Producers' Journal*, a copy of which is now before us.

An amazing declaration

According to this journal, "the producers" will no longer toil to make fabulous wealth for the already overrich, and their children will no longer be forced to wear rags and live in dingy back streets. Mr. Parry-Fielder's scheme will free the producers from drudgery.

"The foundation of my scheme," he declares, "is as follows: I am opening a Church, called the Industrial Church of Christ, with God as President; the ungarnished teachings of Christ for the Memorandum of Association; the Producers are the shareholders, for consideration of good, honest labour.

"Each member shall be approved by the committee, and sign a declaration to be loyal to His Majesty the King and the Royal Family.

"The committee of the Industrial Church of Christ will be prepared to accept, by competition and otherwise, contracts for building, engineering and all other industries."

From this amazing declaration Mr. Parry-Fielder goes on to state

Mr. A. Parry-Fielder

that eight-roomed houses are to be erected by members of the Church, who will receive from £4 to £5 per week, according to qualifications.

These houses will be available for occupation by any member by payment of the first week's instalment and subsequent weekly payments of about 25s., spread over ten years.

A strange mixture

The committee is said to be negotiating for land adjoining the main railways of England, to be divided into three-acre farms, with factories at intervals for the production of boots, clothes, and various things "too numerous to mention."

They also "have in mind" a specialist on farming who will instruct the holders how to make the most of their three acres.

It is further intended to provide day schools for the children of members, with travelling professors to visit each school in turn.

Special attention would be given to the "natural propensities" of the boys and girls at these schools, and pupils would be drafted to the various professional or commercial departments of the Industrial Church of Christ according to their natural gifts.

Mr. Parry-Fielder declares that his main ambition is to improve the conditions of the producing classes, and the Industrial Church of Christ requires nothing from its members but honest labour, for which they will receive "every available financial return.

This Utopian mixture of business and religion is to be controlled by a concern called "1927 Producers, Ltd.," but for the moment Mr. Parry-Fielder is not soaring very high.

His initial meeting, for instance, was not held in his Industrial Church, which is not yet in existence, but took place in the bar of a public-house in Pimlico!

It was over a month ago that the poor fellows attended this public-house meeting, but no work has yet been furnished for them.

The drag on the wheel

The truth is that Mr. Parry-Fielder is held up for money.

He has not, it must be admitted, proposed to take any money from his applicants, but, how, we wonder, is he going to finance this crazy scheme.

Having made careful investigation of this remarkable undertaking, we strongly advise the public to be on its guard against Mr. Parry-Fielder.

He has a truly shocking record. His real name is Adolphus Fielder, and his reasons for adopting the Parry prefix will be apparent later.

He has been thrice bankrupt, his first financial collapse dating back to 1909, when he showed his superiority by failing to attend for his public examination.

In 1914, he repeated this performance, while in 1922, he came to disaster again, with liabilities amounting to many thousands of pounds.

About four years ago he floated a big trading scheme at Birmingham, and induced a large number of people to invest in a company which ended in a colossal fraud.

Many people were victimised and one lady at Birmingham parted with no less than £3,000.

This fiasco led to Mr. Fielder being sentenced at the Old Bailey in 1923 to twelve months' imprisonment.

Soon after his release in 1924 he ran another venture at Whitstable and obtained various sums of money from credulous folk without disclosing the fact that he was an undischarged bankrupt.

Stinging comment

From a local councillor he secured £900, and the shock led to the death of his victim's wife.

Following this, Fielder again appeared at the Old Bailey.

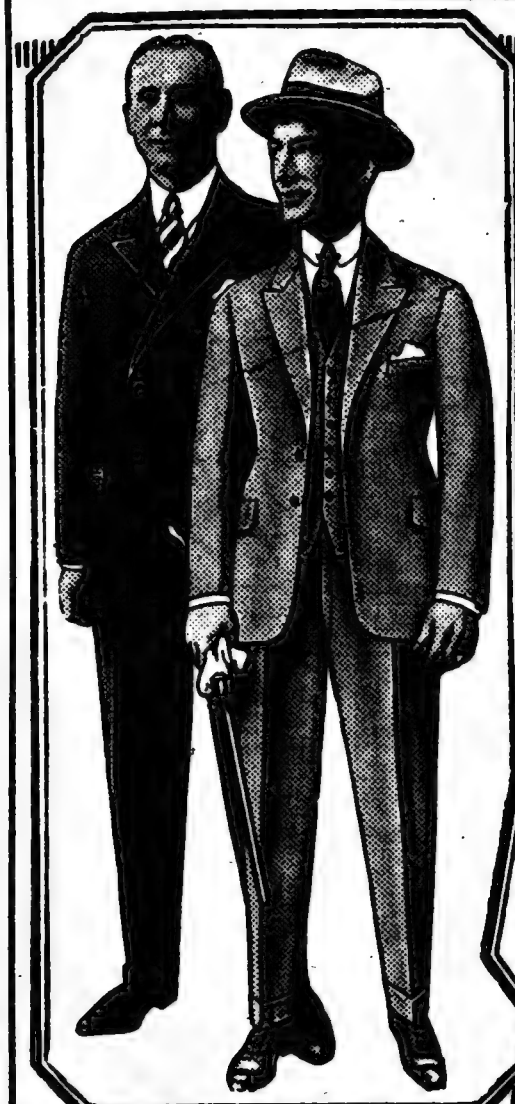
This time he received eighteen months' hard labour, and in passing sentence, Sir Henry Dickens said: "You have lied throughout the case, and simply perjured yourself from beginning to end of your evidence. You are a thoroughly dishonest and plausible rogue."

Fielder, who has only recently emerged from jail is, therefore, living up to his reputation by embarking upon a new project immediately.

His desire to change his name by the addition of Parry is understandable, but in view of the tragic experiences of his past victims the public may well ask if he is a fit person to be the administrator of the Industrial Church of Christ.

The most sensational story ever penned
See "The People" next Sunday

To be BARRY dressed is to be *Better* dressed



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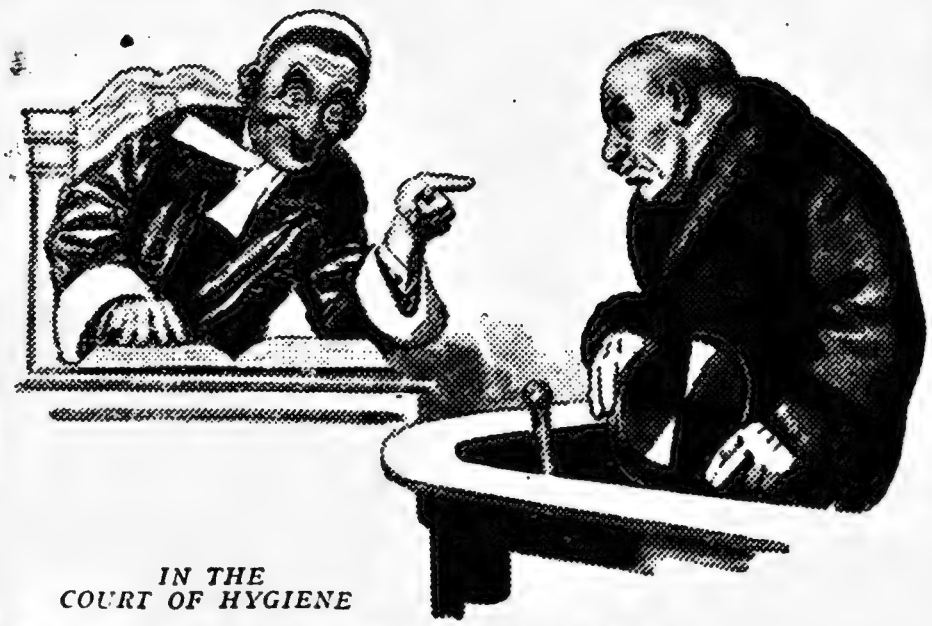

IN THE COURT OF HYGIENE

SERIOUS CHARGE AGAINST WEALTHY WEST-END CLUBMAN

(Before Mr. Justice Kruschen)

Prisoner: My lord, could I be allowed a chair?

Judge: Yes.

Prisoner (sitting): OW!

Judge: Why do you say "OW"? Do you always say "OW" when you sit down? (Laughter.)

Prisoner: My rheumatism. . . .

Judge: Oh! rheumatism, is it? What right have you to have rheumatism?

Prisoner: Right? It is not a right.

Judge: No, it certainly isn't a right. It's a very grave WRONG. And, let me see, besides that you are charged with chronic dyspepsia, with having a disordered liver, with gout—the most disgraceful case of neglected health ever heard in this court!

Prisoner: Surely illness is inevitable at my age, my lord. I am nearly fifty.

Judge: NEARLY FIFTY! Do you call that age? Why, when I was fifty I used to play football! Now listen to me. Your trouble is not age; it's nothing but lack of cleanliness.

(Sensation in court.)

Prisoner: Really, my lord, I protest!

Judge: Keep calm, please. I refer to INTERNAL cleanliness. Now tell me, what have you ever done to ensure internal cleanliness—or, in other words, regular elimination?

Prisoner: I believe in leaving Nature alone.

Judge: Nonsense! Why, man, everything you do, everything you eat, drink and wear is directly in defiance of Nature.

Prisoner: But would you have me live like a crank?

Judge: Of course not. You can keep healthy without that. All you need is the little daily dose of Kruschen Salts to set matters right.

Prisoner: Kruschen? Why a pal of mine in Harley Street recommended Kruschen years ago.

Judge: You must be sorry you didn't take his advice. You will now be bound over to keep the peace—WITH NATURE—for the rest of your life. And you will only do that by religiously keeping the healthy Kruschen habit.

Prisoner: Thank you, my lord. I hope I shall soon know what "that Kruschen feeling" really is.

Kruschen Salts

prevent constipation and rheumatism

Kruschen is a combination of six mineral salts which your body must have to keep the blood pure, the inside clean, and the system generally toned up, but which you can't get in Nature's own way without abundant exercise and fresh air. You must have those six salts *every day*; hence the importance of the "little daily dose." Every chemist sells Kruschen in 6d., 1/-, and 1/9 bottles. *It's the little daily dose that does it.*

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because it's rich and thin.

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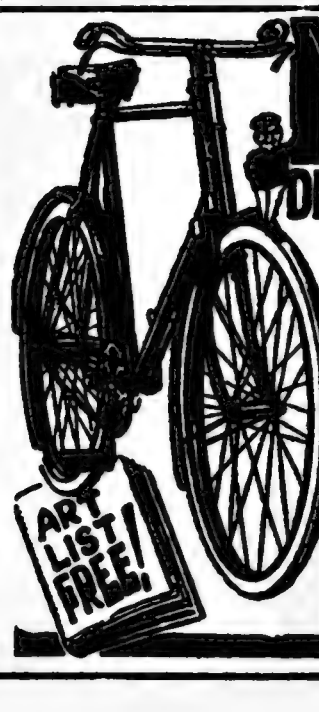

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52 CAPTAIN WORKS BURNLEY

THE robbery of the public by food profiteers is shameful. The Food Council knows it, but is powerless. The public knows it, too, and is not powerless. It can take action to stop the thieving of unscrupulous traders just as soon as it likes

WHY DON'T HERRINGS BLUSH?

by HORACE NEWTE

MUCH of the deplorable social unrest is caused by the persistent dearness of food. This is quite understandable, for a vast public reads the newspapers, and thus learns of the unscrupulous ramps which take place in divers commodities.

Indeed, so many complaints were made as to compel the Government to appoint a Food Council to enquire into current prices.

Although this council has repeatedy called attention to the disgraceful profiteering which obtains on every hand, its protests are waste of breath, for it possesses no power.

One of the outstanding ramps is in fish. The cost of most foodstuffs is, roughly, about 73 per cent. above pre-war level. But recent statistics show that the present fish prices are no less than 127 per cent. above what were charged before the war.

An amazing profit

To show the profits that certain fishmongers make, I will take the case of cod. Before the war, cod could be bought for a few pence a pound. Nowadays excellent cod can be purchased in certain London markets for 4d. a pound.

In a more prosperous neighbourhood, the same fish is 10d. a pound, and in the better-off districts of London it is no less than 1s. 10d. a pound.

Then we come to herrings, a popular and very nourishing form of diet. Sir Wilfred Sugden recently asked in the House how it was that although herrings are sold in bulk at about seven a penny, the retailer demands 7d. or 8d. a pound that consists of three or four fish.

As Sir Wilfred pointed out, this stands for a profit of 4,000 per cent., which, of course, is scandalous.

I have frequently seen such a glut of herrings at seaside towns that many have been given away. Even so, they have been on sale at the seaside shops at 8d. a pound.

Before the war, popular brands of biscuits could be bought from 3½d. a pound. Now the charge for just the same brands is four or five times as much.

Empty excuse

When complaints have been made, the manufacturers declare that these charges are owing to the increased price of flour.

But although his last has considerably fallen, the price of biscuits maintains its high level.

Should complaints be made to shopkeepers, they admit that they are completely helpless in the matter.

The cost of meat is, roughly, at least 100 per cent. higher than it was in pre-war days; this in spite of the fact of there having recently been a meat war between the South American and United States interests.

Owing to this meat war, and the consequent cutting of prices, the Food Council informed us that the many who eat foreign meat should have been charged at least 2d. a pound less than the butchers demanded.

But not the slightest reduction was made, and the butchers pocketed this extra abnormal profit.

The profiteering in these commodities is nothing short of extortionate. The futile Food Council

Mr. Horace Newte

has complained of the preposterous charges for fruit and for vegetables, and, of course, complained in vain.

Many of the fruit shops display an injunction to "Eat more fruit," and no wonder. For the more fruit we eat, the more swollen the profits.

How prices are kept up

In spite of the Food Council telling us that apples should be much cheaper they cost as much as ever they did. And I know by experience that the fruiterers refuse supplies in order to keep up their prices.

Not long ago when apples were 8d. a pound in a certain seaside resort they were being given away in the country not fifteen miles from this town. The growers told me that, try as they might, they could not obtain any offers.

It was much the same in another town. A woman of my acquaintance wanted to sell the fruit produced in her garden.

But she could not obtain so much as a bid, for the reason that the retail sellers could obtain a larger profit from handling small quantities, and keeping up the prices, than by dealing with more and charging less.

The Food Council compared the prices the growers received for green stuffs with the charges made by the greengrocers.

It seems that the market gardeners obtain about 1½d. a dozen for lettuces and not much more a dozen for cabbages.

An insulting offer

Yet these same lettuces are sold for 4d. and 6d. each in the shops, and cabbages for more.

Here, again, it is a matter of refusing to deal with proffered supplies. A market gardener in the neighbourhood of London told me that on a certain Friday he endeavoured to sell to the greengrocers a cart-load of fresh fruit and vegetables.

Although this cart-load was well worth £10, the best offer he could get was 15s., an offer he refused.

Furthermore, one of these greengrocers told him he was wasting his time in growing foodstuffs as far more profit was made by strictly limiting supplies.

And this at a time when the doctors are telling us how necessary fresh food and vegetables are to the nation's health.

The price of bread is excessive, and when the price of flour comes down, the bakers find any and every excuse to keep up the price of the loaf.

From time to time, certain bakers have endeavoured to cut the price in order to give the public cheaper bread; but their praiseworthy efforts have been handicapped by the millers who have threatened to stop supplying the flour.

When it comes to bottled beer, in the old days publicans and hotelkeepers were satisfied with less than a penny profit on each bottle sold. Nowadays, they have changed all that, and obtain 200 to 300 per cent. more than what they formerly got.

Feathering their nests

Thus it will be seen how traders feather their nests by overcharging the public. No wonder that so many tradesmen, who were in a small way of business before the war, now do themselves well, send their children to expensive schools, run motor-cars and build costly houses.

There is but one remedy for all this extortion, and this has been most successful in America. There each town has its consumers' councils, which meet once a week, and arrange to punish the tradesmen who charge too much by boycotting them until they bring down their prices.

Until we do something of this sort here, the Food Council will talk, the tradesmen profiteer, and the hard-working public will be ruthlessly fleeced.

Community Singers Take Note!

If you want to see the humorous side of Community Singing, read this week's "Passing Show"—One Long Roar.

Out Friday, March 25. Price Twopence.

"A Bright Idea" for Spring-Cleaning

DURING the coming weeks thousands of homes will be undergoing the Annual Spring-clean, and many a housewife will discover with surprise how Winter has left its mark on curtains and other home furnishings. To make home bright and cheerful for Spring and Summer days, all worn and faded things should be replaced. To help you in this, the great Berkeley Factories offer a splendid range of Loose Covers, Furnishing Fabrics, Cushions and Curtains at exceptionally low prices. Then there is the famous Berkeley Easy Chair, upholstered in tasteful Tapestries, Damasks and Cretonnes, to add brightness and beauty to the home. Luxuriously upholstered and sprung, and made for utmost comfort and lasting wear, the Berkeley is unsurpassed for value. Delivered free for 10/- with order. Send for Patterns NOW!

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Tiny Bubbles that Soften Your Beard

Do you know that it's water and not shaving soap that softens your beard? The function of the soap is to remove the oil film that covers each hair and let the water get to work

Colgate's lather is comprised of tiny water-filled bubbles and they saturate each hair in your beard with water, after the oil film has been carried away. When you shave the razor glides across your face leaving it clean, smooth and refreshed.

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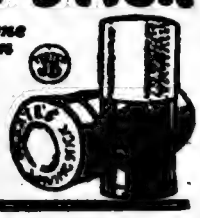

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A good, nourishing breakfast is vital for growing children. Quaker Oats is the best of all breakfasts.

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Quaker

TWO KINDS NOW

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Your Grocer has both kinds—choose the one that suits you best

TAKE IT FROM ME! — *by THE ORDINARY MAN*

NEW CRIMES AND OLD

More Work for Lawyers—Whipped White Slaves—High-handed Bumbles—Gold-digging Touts

I SHOULD have thought that our legislators had about exhausted ingenuity in inventing "crimes," ranging from the fixing of a business sign at the wrong angle to the purchase of a sausage-roll at the wrong moment, but the draft proposals for the Government's Road Traffic Bill create yet another—to wit, "careless driving."

I am as keen as anyone to put the road hog in his place (which, more often than not, should be jail), but it should be possible to deal with this type of offender without manufacturing a brand-new motoring offence which, since it can be defined only in the most vague and woolly terms, is calculated to provide more irritation for road users, but no additional protection for anybody.

The law already provides means for dealing with a person who drives recklessly, dangerously or negligently, who is drunk in charge of a car, or exceeds the speed limit; and motorists who do not exercise due care have to face various other unpleasant contingencies, from an action for damages to a charge of manslaughter.

If the new Bill becomes law, the driver who manages to avoid coming into conflict with authority in any of the aforementioned directions may still be pounced upon by a stray "bobby" and charged with an offence based upon the interpretation of an adjective or adverb which fifty-seven learned counsel might define in 157 different ways.

* * *

Despite its passion for using five words where one would suffice and filling in fourteen forms, each requiring to be signed and countersigned, before completing a simple transaction, vagueness remains a besetting sin of officialdom.

This characteristic is abundantly evident in the League of Nations report on the international white slave traffic, the authors of which reveal a strangely misguided tenderness for the susceptibilities (if any) of persons engaged in the iniquitous traffic.

What, for example, is the name of the unidentified "town in Turkey" where a girl whose daily toll of shame does not conform to the requirements of her "owners" is whipped at night?

Who is the eminent "investor" who in three years made a profit of £12,000 out of organised prostitution? Which are the cities where girls are regularly starved into shameful surrender?

Col. Ashley putting the motorist in the cart

To accompany stark facts with muffled references to "certain individuals" or "a certain town" is not good enough. Each country and individual must be named and called upon to answer for their infamies at the bar of civilised opinion.

* * *

Whatever may be the legal rights of the Tottenham Council, ordinary citizens will have little sympathy with the methods it is employing in its dispute with street stall-holders.

Eight years ago, when certain public men were more enthusiastic about making this a land "fit for heroes to live in" than they appear to be at present, a market in which stalls were allotted to ex-Servicemen was set up in St. Ann's Road, Harringay, but a week or so ago forty-one ex-Service stall-holders suddenly received notice to quit.

Faced with the prospect of their means of subsistence being thus arbitrarily taken from them, the ex-soldiers naturally protested, but their protests were cut short by the arrival of municipal dust carts into which their stalls were bundled.

The council may have sound reasons for abolishing this market, but even the most bumble-headed Bumble must know that a person who occupies a pitch for a number of years acquires at least a moral right to the site, and should not be shooed away like a casual intruder.

* * *

Amendment of the Companies Acts to deal with the share-pushing evil has frequently been advocated by JOHN BULL, and a Bill, long overdue, to effect certain changes is at last to be introduced.

The new measure will prohibit altogether the practice of verbally touting shares for sale from door to door (a system especially favoured by share tricksters, who are thus able to dazzle a housewife with visions of fairy gold when the man of the house is attending to a plain dun brown job), but this is not enough.

A speciously worded circular can mislead the unsophisticated as dangerously as a glib tongue, and it should be possible to deal with this method of gold-digging without interfering with *bona-fide* stockbrokers. Any person offering shares for sale to the public, whether verbally or in writing, should be compelled to supply the fullest particulars and should be held responsible for what he says or writes.

The Sentence of the Court

BEATTY'S LITTLE LAMB

The Brass Hats' Batman

SMILING benignantly and impartially upon judge, jury and counsel, W. C. Bridgeman chirruped a plea of "Not guilty" when charged with cowardice out of sight of the enemy.

"The disarming smile with which the accused has just favoured us is, I fear, about the only contribution to disarmament we can expect from him," said Mr. Watchdog, K.C., "for in this matter he has revealed that form of cowardice which consists in having the courage of other people's opinions, the other people being the Admiralty brass hats.

"If cowardice in face of the enemy is an offence, what is to be said of cowardice when no enemy is visible? Despite the fact that the German fleet lies at the bottom of Scapa Flow, the accused has asked the House of Commons to sanction the enormous naval expenditure of £58,000,000.

"This is £5,500,000 more than we spent in 1914, when we were being urged to arm against the German menace, and as much as we now spend on the Army and Air Force combined.

"Are we now preparing to grapple with the armed might of the King of Tonga? Or is the hysteria of the Sea Lords inspired by fears of Swiss naval preparations?

"That the Sea Lords should demand ships and yet more ships, and higher and still higher expenditure, is understandable, for the policy of the blue-water-cum-blue-funk school has always disregarded the prospect of blue ruin for taxpayers. But that the accused has proved so incapable of resisting the demands or commands of his nautical dictators, renders him unfit for his high office."

* * *

Mr. Strawsplitter said that attempts to misrepresent Mr. Bridgeman as "Beatty's little lamb" or "a sort of toy poodle in a kennel of masterful sea dogs" were quite absurd. Far from allowing Admiralty officials their own way, Mr. Bridgeman had insisted upon £100,000 being lopped from the Estimates.

He had (proceeded counsel) also expressed approval of the aims of the Coolidge Conference on armaments limitation, but had come to the commonsense decision "to continue work on the ships now under construction at the same speed and rate of work as if no naval conference had been called."

* * *

"As a message of faith and hope to a war-weary world and to the overburdened taxpayers of this country," said Mr. Justice Bull, "the prisoner's honeyed words are singularly uninspiring when taken in conjunction with his aggressive deeds.

"In seeking to protect us from imaginary foreign enemies he is ensuring that Britons ever, ever, ever shall be slaves to those very real enemies of peace and economy, the Admiralty brass hats.

"While new warships are being put on the stocks, the ship of State is heading toward the rocks. Nominally ruler of the King's navee, the prisoner is actually little more than an animated gramophone for recording the decisions of his Sea Lords and masters.

"He has so consistently behaved as the sea-gulled victim of dominating personalities that he has practically accepted the position of batman-in-waiting to these hoarse marines, so I cannot do less than effect some slight economy in the naval estimates by directing that his pay be reduced to conform with his chosen rank."

The RE-ACTION from EXCITED NERVES

EVERY minute seems like an hour when you cannot sleep at nights. Your nerves are all on edge. Your thoughts race through your brain. Morning finds you weary and unrefreshed.

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"Ovaltine" ensures sleep by soothing and restoring the worn nerves. This delicious and easily digested food beverage contains no drugs or narcotics of any kind but supplies an abundance of the food elements which alone can rebuild and restore the nerves. It is so easily digested that these nutritive elements pass at once into the nervous system—soothing, healing, restoring.

"Ovaltine" contains the nutritive elements extracted from Nature's Tonic Foods—malt, milk and eggs. These are highly concentrated and correctly balanced. It also contains all the vitamins in proper proportions.

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P. 352

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I see you've abolished the first deposit on furniture, Mr. Drage

Mr. Drage: Yes, so great has been the success of the New Drage Way, and we've had such an accession of the very best type of customers that we've taken this further step in advance.

Mr. Everyman: Well, my order comes to £72. Can I pay £2 now and the rest in equal monthly instalments?

Mr. Drage: I'm delighted to agree, and we'll deliver all the furniture at once.

Mr. Everyman: This is a very big thing for the public, Mr. Drage, but I'd like to ask if you'll change the Drage Way in consequence.

Mr. Drage: Not an atom. We still want no references and make no extra charges on our plain marked prices.

Mr. Everyman: And your Drage guarantee?

Mr. Drage: Here it is for you—as you see, it gives you the right, in case misfortune prevents you from continuing your payments, to keep all you have paid for, less an agreed reasonable deduction for use and cartage.

Mr. Everyman: That's most fair and most reasonable. I've nothing more to ask, Mr. Drage.

Mr. Drage: But I've a little more to give, for your free Fire and Life Policy will be issued by the Eagle Star and British Dominions Insurance Co., and sent you at once.

Mr. Everyman: I never expected to get so much and such good furniture for so small a payment. I tell you, Mr. Drage, that in a very few weeks you'll find your fine showrooms far too small for the business you'll do.

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THE DAILY CHRONICLE'S

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Words Winged to Women

THE RUINATION WRIGGLE

by **MABEL HORNER**

"MAN who man would be must rule the empire of himself," but in the craze for hysterical movement and constant excitement both men and women are losing control of themselves and the best things in life

ONE day last week I was standing, waiting my turn to be served, in a music-shop. There were other customers present, but one, a woman, was making herself a perfect nuisance. She could not keep still. The gangway between counter and wall was narrow, but up and down it she went, practising the steps of the Charleston.

Her knees knocked together, her feet kicked out at right angles, she half-whistled a silly jazz tune, and altogether looked a most undignified and ridiculous sight.

Later, I went down into a Tube station, and there on the platform were two other women performing the same antics. Up and down the platform they kicked and writhed, unmindful of the near menace of death should a false step or an unexpected inrush of passengers throw them off their balance and send them on to the live rail. They looked exactly like two lunatics escaped from an asylum.

The hectic racket

Later still, I went into a certain great store and found that one half of the tea-room had been prepared for women to jazz their way through tea-time. Shopping in big cities is always a fatiguing job, and the thoughtfulness that provided tea and rest rooms in the big shopping centres is all to the good.

But the rest is destroyed by the hectic racket of saxophones dinning out their hideous negro rag-time, and the refreshing interlude of tea is made ridiculous by women who must seize one another and wriggle and kick about the floor in a manner that suggests trying to work off a fit of hysterics.

The craze extends to men. In the street a young man buys a newspaper and opens it to see the latest news. But his legs cannot keep still. They are kicking out right and left and his head is wagging to an imaginary melody as though he was afflicted with St. Vitus's dance.

The evil of this thing, and it is a real evil, is growing. At Nancy, in France, the conductor of a band, wearied by demands for constant repetition of a

Miss Mabel Horner

favourite tune, declared he would play it and play nothing else until the dancers tired!

The challenge was taken up with enthusiasm. The couples danced until several were seized with a violent delirium and collapsed upon the ground. Others had to be carried to hospital to be treated for sprains and dislocated ankles.

Things are growing quite as bad on this side of the Channel. At Newcastle on Sunday evenings hundreds of youths and girls dance the Charleston on the highroads and hold up the traffic. Men have been fined for obstruction. A motor-cyclist policeman who tried to clear the way was assaulted.

And little children are being brought up to the same monstrous fashion. A tiny boy and girl, of tender years, at Lincoln won the championship for Charleston dancing over eighty grown-up competitors!

This intoxication of constant jazz brings into the dock boys and girls so dance-mad that they steal both clothes and money to indulge their craze.

Sinking to barbarism

And it is a matter of common knowledge that the awful traffic in white slaves, the victims of the most dreadful forms of prostitution, are most easily recruited from dance-mad girls who have lost common caution and fall a prey to smooth-tongued scoundrels or some speciously worded advertisement.

In France all this is so well recognised that a movement has been started to suppress the dancing of the Charleston. In this country our own good sense must bring back dignity and put an end to it.

These negroid writhings and twistings have nothing in common with the old, graceful art of dancing. They are morbid, and the constant movings and wrigglings of the dancers are a species of neurasthenia.

Unless checked it will have a terrible effect upon the future of our race. If we do not return to our national sobriety and grandeur of achievement we shall lose the power to do it. If we do not follow leaders of noble thought we shall sink back to barbarism.

If we do not build on lines of high endeavour and beauty we shall dwindle down to sordid ugliness and squalor. And who, unless it be a pack of jazz-mad fools, can without a shudder contemplate the prospect?

Let's All Play!

by **D. J. VAUGHAN, C.C.**

WHAT will happen to the people of England if everything gets done by machinery? It is dangerous to prophesy. But some things can be said with safety.

First, the machines will have to be made, erected, housed, operated and repaired. You can launch a ship by pressing a button, but you cannot build a ship by pressing a button. As long as England lasts, England will need labour.

But labour can be lessened, and it ought to be lessened. What is the use of all our inventions and organisations and appliances if we are to toil and toil as though nothing had happened?

Suppose we could get a building machine that would build houses at the rate of one a day. Would it not be a good thing for a town to get hold of one or more and put up hundreds, perhaps thousands, of houses in a year?

LET us picture a machine that would take all the raw cotton that comes into Lancashire, and turn it into fine calico. Suppose it would take 10 per cent. of the Lancashire workers to make and mind and mend the machine. Ninety per cent. could have a perpetual holiday.

Or to put it another and a better way, the women and girls of Lancashire could stay out of the factory and live at home, the boys and girls could stay longer at school, and all the men could work four hours a day instead of eight.

If a woman could get a machine to clean her house and cook her meals, doing a day's work in half an hour, would she not be foolish to refuse it?

BUT if the work goes, does not the wage go too? Yes, and that shows that for the mechanical era we need some other system of distribution than the wage system.

The problem is not one of production, for that problem has been solved. Corn is burned for fuel, fish is thrown back into the sea, Lancashire looms are half idle, Bradford mills work half time, our warehouses are gorged with goods, and millions are unemployed.

The problem is distribution. And some way must be found whereby the common people may share in the benefit of improved and enlarged and more productive machinery.

Now, the first claim on this enlargement of wealth by the use of machinery is the claim of these people who have been dispossessed by the introduction of machinery. If a machine displaces a man, the man should be compensated.

But if we get machines, and so many machines that no man need work as men used to work before machines were invented, what about our morals?

Well, what about the people who already have such an income that they have no need to work? The ladies and gentlemen of England are they all more immoral than the rest of us? Have we not all known a good many people who have had money, and yet managed to go pretty straight?

But even if our souls are safe, what about our bodies; will they not become soft, flabby, diseased? Well, again we may ask, what about England's ladies and gentlemen? See them riding to hounds; do they fall off their horses through weakness, or funk at the fences?

AND if the millions get more leisure, can they not get more fresh air and exercise and keep themselves just as fit as "the gentry" do now?

Let us have the machines, and goods in greater quantities than ever, but let the vast produce be distributed so that every person in the land may be thankful that we live in the mechanical era, when the powers of Nature are subordinated to the skill of man, for the benefit not of a few, but for the benefit of everybody.

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Human Documents

Twenty Years' Treachery

A Terrible Secret—The Second Call—Innocent Sufferers

PROBLEMS that may be yours are dealt with by "Humanist." The names and addresses of all correspondents are suppressed so that the writers may not be identified. Letters that are too intimate or are not sufficiently general to be helpful to others are answered by post. All correspondents must send stamped, addressed envelopes. Ten shillings is being sent to each of the writers of the first four letters printed.

"WHEN I was twenty-one years of age I married a girl of seventeen. My poor mother, now dead, had misgivings regarding the match, but I would have my way. I little imagined then the terrible tragedy in which my marriage would end.

"We had not been wed long before I received warning not to allow a certain man to visit my home too frequently. I laughed at it, for he was my best pal. The thought of anything wrong was too horrible for me to contemplate.

"I must pass over a long period and come to the twenty-first year of my marriage, the darkest in my life. We had a large family then and my wife was expecting another child.

"She appeared so strange in her manner that my suspicions were aroused, but even then I could not believe that people could be capable of such infamy.

"I came home one day to find my wife missing. I could gain no tidings of her from relations or neighbours.

"At last I was asked to visit the mortuary and there I found her body as it had been taken from the river in which she had flung herself to get rid of the terrible burden which lay on her conscience.

"The man whom I had regarded as my best pal was at the funeral. It was a remark made by someone concerning him which led to the terrible revelations which followed my wife's death.

"For twenty years he had been guilty of the basest treachery and I obtained proof of the shameful intrigue he had carried on with my wife from the first year of our marriage.

"Now, two boys that I know to be his though they bear my name, have turned out as blackguardly as their father. One has had to be sent to a home and the other is following in his steps.

"Should not the scoundrel who begot them be made to maintain them? Have I not suffered enough without having to pinch and scrape and deprive my own of much I would like to give them in order to pay for the living witnesses to his treachery?"

"HUMANIST" says: *It is a terrible thing that a man who has been so shamefully betrayed by one whom he regarded as his best friend should be left in such a predicament, but I am afraid you cannot take any action against him. I do not envy him his conscience, and with such a terrible sin blackening his soul, his plight is worse than yours. I can only express the hope that your own children will bring you comfort.*

* * *

"IF parents and relations would only be made to realise the terrible consequences of concealing important facts when young people are contemplating marriage, they might be persuaded to tell the painful turth at any cost.

Fruit of Concealing

"Take my own case. I was married during the war with the full approval of my wife's family. We were happy until after the birth of our second child, when my wife completely changed.

"She seemed to take a dislike to the children and became utterly indifferent to their welfare, besides being careless regarding her own appearance.

"Thinking there must be something wrong with her health I called in a doctor, and I was horrified to learn that my wife was mentally deranged.

"It was then and not till then that her relations told me that my wife had previously been confined in a mental home and that her mother, whom I had understood to be dead, was an inmate of a lunatic asylum.

"After a time my wife recovered sufficiently to return home and I hoped she was cured. A few weeks ago, however, I got back from work to find that she had gone raving mad and had had to be taken away. Her case now seems hopeless and I am left a husband without a wife and my children without a mother.

"Don't you think it a crime for my wife's relations to have kept such a secret and allowed me to go blindly into such a marriage?"

"HUMANIST" says: *Such concealment is most culpable, though frequently it arises from unwarranted optimism and the mistaken idea of kindness to the sufferer. Short of compelling the production of family medical history records before marriage, however, such pathetic fruits of secrecy will always be found. The only relief you can hope for is a reform of the divorce law.*

* * *

"HAVING been the Cinderella of the family until my marriage, I owe all the happiness I have ever known to my husband. He incurred the dislike of my relations when they found they could not make such free use of my services after my marriage.

Call of the Clan

"During the war, however, while my husband was in France, they once more gained ascendancy over me by insisting on the supremacy of the clan. I had been trained to believe in clanship almost as a religion and to regard myself as a renegade if I failed to answer the 'call.'

"Not being very robust, the work I did for my people while my husband was away lowered my vitality and when he returned he was shocked at my wan appearance.

"Then he became masterful and demanded that I should break away from my relations. Though I was inclined to rebel, I secretly admired him for it and we have since spent several happy years together.

"Now an appealing letter has reached me from a relative who is ill and needs someone to look after her children for a while, and this has brought the whole matter up afresh. Please help me to decide my duty in this."

"HUMANIST" says: *Your first duty is to your husband and your home and it would be worse than foolish for you to sacrifice your happiness in order to answer such a "call" of the clan. Why not offer to relieve your relative's burden by having the children for a month or two?*

"MY husband, I am sorry to say, is serving a long term of imprisonment. I have not seen him for over five years, and although he was justly convicted, I have never ceased to love him.

A Convict's Wife

"The years have been sad ones for me apart from the separation, for our only child has died.

"Up till now I have not been able to visit my husband as I could not afford the fare. At last I have saved enough and I am promised a holiday from my work soon.

"When I applied for a visiting order, I was distressed to receive a letter from the governor of the prison saying that as my husband had not been behaving very well lately, he could not be allowed the privilege of a visit.

"I know that my husband has been seriously ill and that it was largely on that account that he was removed from one prison to another, so that I am very anxious about him. Even if he has been a bit obstreperous I am sure no one could persuade him to control himself properly better than I could.

"It seems terrible, now that I have the means to go, that I should not be allowed to see him after all these years. Would it be of any use my writing to the Home Secretary?"

"HUMANIST" says: *You may rest assured that if there were serious grounds for anxiety regarding your husband's health he would not be capable of such misbehaviour as would deprive him of the privilege of a visit. Separation from loved ones is part of a convict's punishment and it inevitably entails suffering on the innocent. Write to the Secretary of the Prison Commission, Home Office, Whitehall, London, S.W.*

* * *

For the Child's Sake

"I have neighbours who cruelly ill-treat their children, worst of all a little one who is afflicted and appears to be unwanted. Would my name come out if I reported the matter to the authorities?"

"Humanist" says: *Report the matter to the N.S.P.C.C. Your confidence will be respected, but I see no reason why you should be ashamed of taking action to protect any little one who is being maltreated.*

Fly-by-Night Friendship

"My best friend believes he is happily married, but unknown to him his wife is going out for dissipation in the most disreputable part of the town after eleven at night. I would like to tell him about it, but I am afraid it would mean trouble."

"Humanist" says: *What is your friend doing not to know that his wife goes out at such an hour of night? If for any reason he cannot discover the truth for himself, put yourself in his place and do what you would wish him to do in similar circumstances.*

Crooked Business

"I am the sole assistant in a small shop. My employer expects me to take betting slips from customers and I am afraid I shall get the 'sack' if I don't."

"Humanist" says: *You are likely to get prison if you do. Look out for another job and if you are forced to leave by your employer's attitude, report the circumstances to the local unemployment committee.*

"Multum in Parvo"

THESE words mean "much in little." What is little for you may mean much to another. A shilling you would never miss may mean happiness for someone in misery. Send a subscription to "The Greatest of These—" Fund. (See page 38.)

RUDGE MAKE HISTORY AGAIN!

WITH THE GREAT RUDGE BOOK OF THE ROAD

Rudge - Whitworth, makers of the finest machines in the whole history of motor-cycling, have produced something entirely new—a complete motor-cycling handbook destined to become the inseparable companion of every keen motor-cyclist. "Weather Wisdom," "Riding to Win," week-end and holiday touring, copious maps, illustrations and tables—these only hint at the contents of this the greatest book on motor-cycling ever published. Filled with the magic and romance of the road, packed with interest and information from cover to cover—here is a book not only to read and read again at home, but to carry with you wherever you go. The demand will be enormous! And your local Rudge dealer has only a limited number in stock.

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Satisfaction with fit and quality or money back guaranteed. Fair wear or free repair warranted.

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Mention style 1639 and size and width you want. Sizes: 5, 6, 7, 8, 9, 10, 11. Each in three widths: 3 (narrow), 4 (med.), 5 (wide). Or send Footshape, outline of foot (in sock) resting with normal pressure on paper. Hold pencil upright. Enclose money order or cheque for 21/-. Post direct to—

W. BARRATT & CO., LTD., 45, Footshape, Northampton.

Write for Superb Catalogue of Footshape Footwear Enclose Twopence Postage

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HALF-PRICE SALE

of the FAMOUS **"NER-SAG" MATTRESS SUPPORTS**

Sale definitely ends on MARCH 31st

SEND NO MONEY

7 NIGHTS TRIAL FREE. You dare not waste another moment or this supreme opportunity for securing a "Ner-Sag" for HALF its established price will be closed. By sending before March 31st, you can save from 6/9 to 21/9 on your purchase, and you can have the "Ner-Sag" in your own home to fit under your bed and sleep on for 7 nights absolutely FREE. You only pay the Sale Price after proving the "Ner-Sag" to your satisfaction. Should you decide not to keep it, you simply return the "Ner-Sag" to us

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for Diamond Link, Chain or Woven Wire Mattresses with Iron or Wood sides in all standard sizes. The "Ner-Sag" is an appliance which fits under any existing mattress, no matter how badly sagging, and gives the same advantages and comfort as an expensive new box-spring, for a trifling cost. Made to give a LIFE-TIME'S WEAR. It is not in itself a mattress.

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2 ft. 6 in. Mattress
For 3ft. Mattress 15/6 Now 7/9
For 3ft. 6in. Mattress 17/6 Now 8/9
For 4 ft. Mattress 19/6 Now 9/9
For 4 ft. 6 in. Mattress 21/6 Now 10/9
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SALE PRICES Complete and Carriage Paid. Size is width of your present mattress.

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This is YOUR sale at YOUR Price on YOUR Terms. Now help yourself! Sale ends March 31st. NOW or NEVER—Post this Coupon.

Here is the coupon—sign it and send it You are not obliged to purchase, but we know you will wish to, once you have tried the "Ner-Sag."

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To NER-SAG, Ltd., 2, Green Lane, Ilford

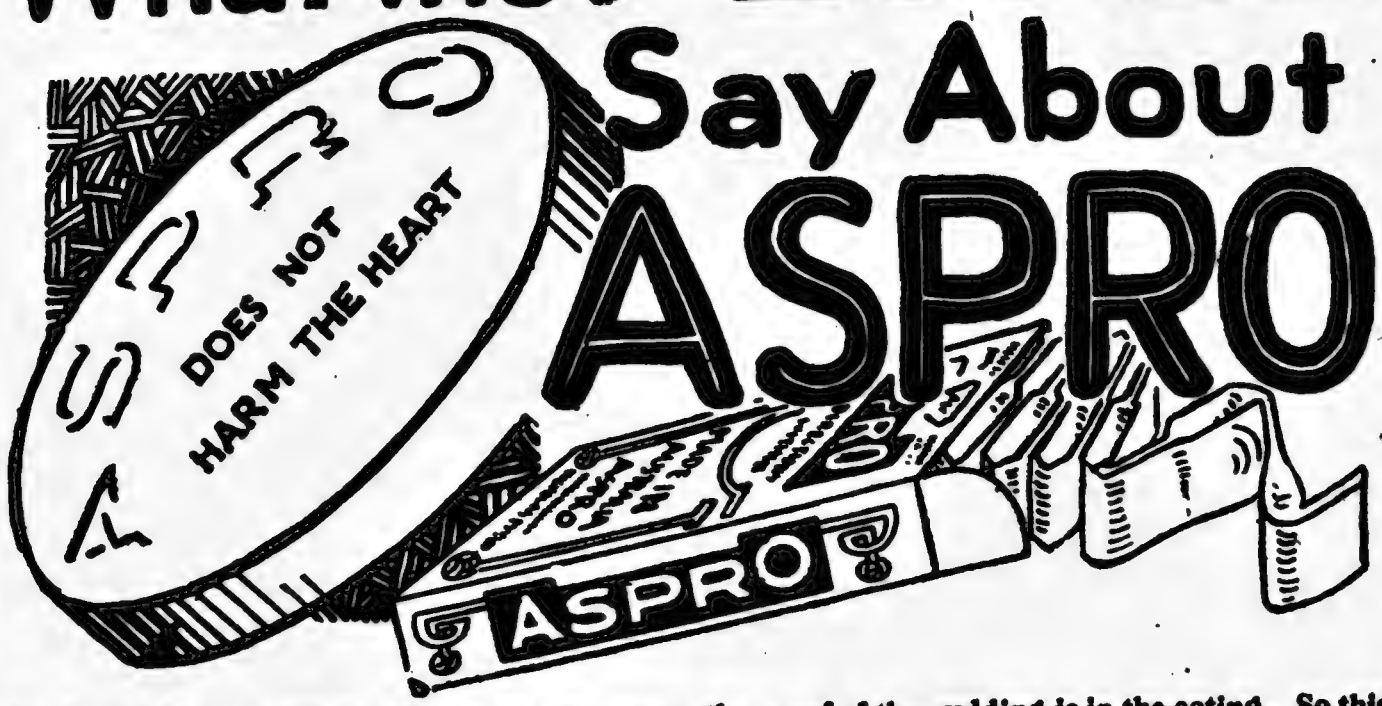
Please send me a "Ner-Sag" Spring Mattress Support.
Width of Mattress..... If I like it I will pay the Special Sale Price within 7 days. If not I will return it within the same period. (*Please write in block letters.*)

NAME .....

ADDRESS .....

JOHN BULL .....
March 26, 1927
Nearest Railway Station.....

What the PEOPLE Say About ASPRO



FACTS VERSUS TALK! After all it's results that count—the proof of the pudding is in the eating. So this week we're broadcasting what users say—Their testimony is interesting reading—Their words demonstrate the truth of our claims—that ASPRO will hunt the 'Flu out—Relieve Rheumatism—Bring sweet sleep to the sleepless—Soothe irritability, and give Pain Relief in five to ten minutes. A trial packet will prove this to you, too.

SHOCK LOSES ITS TERROR!

17, Christchurch Road, Folkestone.
21/2/27.

Dear Sirs—It affords me very great pleasure to inform you that I have derived very great benefit from ASPRO. It has done more for me in the last four months than .....have done during the past 15½ years, all of which entailed a very heavy expenditure, as you may well imagine.

I may state that I have been suffering from shock due to a very severe motor mishap in the City of London, and I have ever since been a sufferer from this. People who have recently seen me have commented upon the improvement which is apparent.

I have had every confidence in recommending ASPRO to many sufferers from nervous disorders, etc., and have been sincerely thanked by them for bringing ASPRO under their notice, and you may count upon me to continue to do so at every opportunity.

Wishing you every success in the future, believe me, dear Sirs, yours faithfully,

(Signed) W. L. THOMPSON.

P.S.—You are at liberty to print the above in full if you deem it worthy of attention.

CHRONIC RHEUMATISM AND PAINS BEATEN!

47, Winton Street, St. Mary's St., Southampton.
12/12/26.

Dear Sirs—I am writing to inform you the good your ASPRO Tablets have done me. I have been laid up with chronic Rheumatism for 15 months, we have spent pounds in trying different things we had been recommended, but all with no result, until one of my husband's workmates told him to bring home the advertisement with your Tablets in, and we tried them right away with good results.

I couldn't get any sleep at night and I was in agony of pain all over me, but I have only had seven boxes of your tablets and now this last week I have been out walking, whereas the last occasion I was out was in August when I had to go in a bathchair.

I have recommended your tablets to a great number of my friends, as they wanted to know what has made such a change in me from when they last saw me. I shall still continue your tablets.

Yours truly,
(Signed) MAY C. MARBER.

Wards Off Influenza

P. A. Smiley states:—"Highly delighted to inform you that ASPRO always staves off influenza attacks." Wishes us success.

Pains and Insomnia Disappear

Percy Renton states that he had gone through several operations for Locomotor Ataxia—suffered considerably with lightning pains and insomnia for 12 years. After taking 3 ASPRO Tablets he got a good night's sleep.

MELBOURNE HOSPITAL.

Ellen Turner went into this hospital a helpless Rheumatic Cripple. They gave her 24 ASPRO Tablets a day. Result—a new woman.

Influenza Stopped

Mr. F. P. writes to say that a doctor told him that ASPRO would shift 'Flu out in 24 hours and he proved that the doctor was right. Never tired of telling his friends about it.

Owe my Health to Aspro

S. E. Ammon states: "I owe my health and having no pain at any time to ASPRO. I get terrible nerve pains at times, but, thank God, ASPRO relieves my sufferings every time."

INFLUENZA: COLDS: HEADACHE: NEURALGIA: RHEUMATISM: PERIODICAL PAINS PECULIAR TO WOMEN: SLEEPLESSNESS: ALCOHOLIC AFTER-EFFECTS: LUMBAGO: NERVE SHOCK: NEURITIS: IRRITABILITY: GOUT.

ASPRO contains the purest Acetyl Salicylic Acid that has ever been known to Medical Science, and its claims are based on its superiority.

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Sold by Chemists Everywhere

No proprietary right is claimed in the method of manufacture or the formula.

1/3 Per Packet

We call attention to the advertisement of Associated Rubber Manufacturers, Ltd., of Almagam Mills, Harpenden, on page 30, because of the offer to retread tyres free of charge. This firm, who are the makers of the "Bal-lon-ette" low-pressure tyre have been established over 25 years. Their work must be very high class, as they guarantee the "Bal-lon-ette" tyre for 10,000 miles and their retreads for 8,000 miles. This offer is not a flash in the pan, but is their considered policy for 1927.

GRAVES BLANKET BARGAIN

These unrepeated finest quality All Wool Yorkshire Blankets are offered at an unprecedented low price, on easy terms. Pure white with blue borders and whipped edges. Buy a thousand of cotton in Europe. World's finest value. Thrifty! Like pair: Size: 60 x 80in. 5/- now, 5/- monthly. J. G. GRAVES Ltd., SHEFFIELD.

2/- NOW GETS A GOLD MEDAL DIAMANT

You can have a 1927 Gold Medal Gentlemen's Cycle on 14 Days' Approval, Packed Free and Carriage Paid. Deposit gets immediate delivery. Thousands of testimonials. Write for our Free Lists and see the enormous saving in cash and easy payment terms

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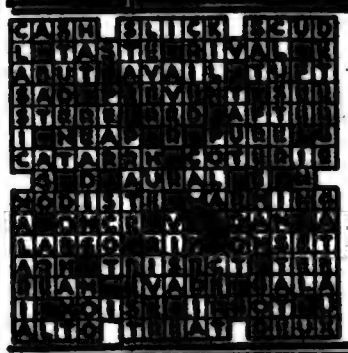
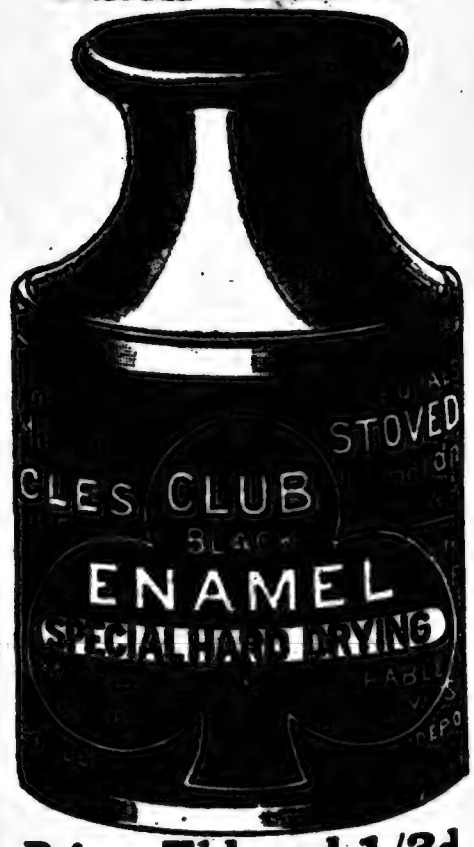


Solution to the Crossword Puzzle published in our last issue

This week's puzzle is on page 38

For all household purposes

"CLUB" Black Enamel



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Our Letter Parliament

Martyrs of the Mine

The Mystery Money-bag—Good-bye, Freedom!—Doubly Taxed

WE miners once more feel very grateful to the never-failing champion of our cause, JOHN BULL. There has always been blood on the coal, and always will be, but there would be much less if the hewer dared to adhere strictly to the safety-first policy. But the fact is that if a man, by insisting on keeping himself safe, loses a certain amount of tonnage, he is marked as an unprofitable workman and is often dismissed.—*One of Them, Notts.*

A Tragic Act

The passing of the Eight Hours Act was the greatest tragedy, as the miner's chance of being killed or injured is now one-eighth greater than before. While doctors are teaching the virtues of sunlight as an aid to health, more than a million have been doomed to an extra hour of grim and tragic darkness. Neither peace nor good will can permeate the coal industry so long as the Act survives.—*R. H., New Seaham.*

Tainted Sympathy

JOHN BULL is one of the few papers which have always advocated fair play for the miners. At the Cwm catastrophe your sympathy is far more appreciated than that given by papers now, which during the lock-out were antagonistic to favourable terms being given to the miners. They and their dependents will never forget your sympathetic attitude towards them.—*Black, Sulford.*

The Lonely Vigil

If only Cabinet Ministers' wives had to stay up at night (like myself) till 12.15 a.m., waiting and wondering would "he" come, and what to give him to eat when he did reach home, out of 33s. per week to keep himself, wife, and three children! Would they endure the eight hours without complaint, which means longer hours, extra food, fire and lighting for the same money?—*Miner's Wife, Dean Forest.*

The Protest's Sequel

JOHN BULL'S exposure of the cruel apathy of the "powers that be" in heeding the call for safer and more scientific methods of coal production is appreciated by every miner. Letters to the local press never see print. The vast majority are afraid to voice the protests because of the almost certain sequel, dismissal and the "dole."—"*Togo*," *Mon.*

The Bitter Price

Whether coalminers get ten pounds or ten shillings per day is not relevant to the risk attached to their work, for no sum can weigh in the scale against men's lives. Science and mechanisation ought to have advanced sufficiently for the substitution of other means than the primitive one of manual labour for coal-getting.—*Progress, Hants.*

An Undisputed Right

A finer body of men than miners would be hard to find. People who hear of miners only when there are lockouts or strikes would be amazed at their pluck and endurance under appalling conditions. Death comes to them sudden and often and their right to a living wage should not be disputed.—*A. P., Wales.*

Cruel Callousness

May I express sincere pleasure that you have made such a powerful plea for the effective treatment of the nation's defective children? If given early and appropriately, large numbers of them will become self-supporting citizens instead of life-long burdens upon their families or upon the State.—*A. Black, Aylesbury Society, John Street, W.C.*

Brief to-the-point letters not exceeding 100 words are invited. 5s. is paid for each letter published. Name and address essential, not necessarily for publication. Envelopes must be marked "Letter Parliament."

Mystery Money

Mr. A. G. Gardiner's article on the "Mystery Millions" will be welcomed by the great army of silent voters who are tired of "die-hardism" inaction on the one hand, and somewhat nervous of Socialist extremism on the other, as pointing the way to a revival of a great central Party which men of moderate views could confidently support. But such a Party must, of course, be financially above suspicion before this support can be given.—*W. R. P., Coventry.*

Fleeing Freedom

Coincident with the Geneva Disarmament Conference we have the French proposals to conscript men and women, money and inventiveness. It is merely a question of time until other Powers do the same. We gave away many liberties during the late war. We are now to be expected to give every vestige of freedom into the hands of a select group of war prosecutors.—*W. B., Jesmond.*

Letting Them In

Of the 39,558 voters of Stourbridge, the Socialist polled 16,561, not quite three-sevenths of the whole number who voted, and one-third of the electors. Then, what nonsense to state, as some papers have done, that the Socialists gained a "sweeping victory." To save the country at the next election from the Socialist menace, the other two Parties should agree for one to stand down, and avoid a three-cornered fight.—*A Liberal, Highbury Park, N.*

A Better Plan

A Bill to tax bachelors is to be suggested to the Chancellor as a means of adding to the revenue. If the M.P. who was struck by this idea could devise a plan whereby bachelors (who are waiting for a house before they can marry) could have houses built for them, it would be more fitting.—*U. Jack, Lancs.*

Printers' Pie

(Half-a-crown is paid to the sender of every item published. Mark envelopes "Pie.")

"PREMIER MAGAZINE":—He is thirty-six years old, about your HEIGHT, though considerably SHORTER."

"MIDDLESEX COUNTY TIMES":—"Nurse-Attendant wanted, to sit up at NIGHT with old lady, DAILY."

"DAILY CHRONICLE":—"One of the features of this HOUSE is the elbow-long sleeve."

"EVENING TELEGRAPH" (Perth):—"Dan stood with his rough hands hanging LYING on the floor."

"NORTH EASTERN DAILY GAZETTE":—"Ladies' Sandal SHOE, in Beige Glace Kid. Fancy trimmed COLLAR. Full Louis heel. Leather-lined throughout."

"JOHN BULL" RACING ANNUAL

The only Turf Guide which contains a comprehensive Starting-Price Ready Reckoner with and without Tax Deductions.

PRICE 3d.

Twice Taxed

I pay income-tax on my salary, and being a member of a co-operative society, I also pay income-tax on the amount of interest I receive on my investment in the society. The proportionate profit on the money I spend is returned in the shape of dividend. There is now an agitation to tax societies, and it seems that I shall have to pay my proportionate share of the tax, as it would mean less profit and less dividend. This means I shall be taxed twice over on part of the money I earn.—*J. S., Cumberland.*

Disabled Emigrants

Under a regulation of the Ministry of Pensions, an advance of pension is made to partially disabled ex-soldiers for the purpose of enabling them to emigrate. It sometimes happens that these men are rejected by the immigration medical authorities, and the Pensions Ministry should arrange for every applicant to be medically examined before granting an advance of pension.—*C., Manchester.*

Ask the Missus!

"B. S. C." states that he pays 17s. 6d. per week for rent, saves a shilling or two, and lives comfortably on a weekly income of £3. He must be congratulated on having a unique ability for making £1 do the work of £2. But possibly it would be of more interest to hear Mrs. "B. S. C.'s" version.—*Mrs. L., London.*

Beet Bluster

During the year ending February 28, 1927, the sum of £3,041,083 was paid as subsidy to the beet-sugar industry. This works out at nearly £500 per man for the 7,194 persons employed during the manufacturing season. Notwithstanding this, the sugar is still sold wholesale at only 9d. to 1s. cheaper than cane sugar. Beet sugar is no cheaper to the public, retail traders are suffering a loss on sales, and the great promises of a revival in agricultural employment have not been realised.—*Trader, Portsmouth.*

"The Two-salary Man"

One cannot but agree with the sentiment expressed by "Disabled, Bristol," in JOHN BULL of March 12. I feel, however, that he is likely to create a wrong impression when he includes railwaymen among those he states to be well provided for on retirement. It would only be fair to state that the practical railwaymen, those actually engaged in the operation of trains, are sacked at the age of sixty-five without any pension.—*W. S. W., Liverpool.*

Enterprise Eclipsed

As one who has been house-hunting for nearly three years, I totally disagree with the contention that the Rent Act is beneficial. But for this blundering piece of legislation there would be no housing shortage to-day. We have to rely on private enterprise to supply the houses, and no one outside an asylum would think of building houses to let while the present Act is on the Statute Book.—*Ex-Service, Tottenham.*

A New Course

The Salford scheme for instructing unemployed young men in the arts of paperhanging, mending leaky taps and other odd jobs in the home sounds attractive. What use geography and history will be to them, as a means of getting a living, seems rather obscure. But if our sons will profit by the practical side of the course, and put the knowledge gained to some use, we mothers will be grateful to the Salford Board of Guardians.—*A Hard-working Mother, Leeds.*

COMMON SENSE TALKS No. 3

Common Sense says "Powder for the Teeth."

But why does Common Sense say "Calvert's"?

Because even powder is not enough.

It must be powder prepared *my* way—the Common Sense way. Powder exquisitely fine and free from grit.

Powder containing a really good antiseptic—to give it *freshness*. The two blended together in careful proportions—to give it *smoothness*.

In fact, Calvert's Carbolic Tooth Powder — the Common Sense Dentifrice.

Calvert's CARBOLIC Tooth Powder

Sold in 6d., 1/- & 1/6 tins.

Old Common Sense is a Character from the Treasure Cave Booklet. You get it free from any Chemist with your Calvert's.

55 Comfortable shaves from 1 blade!

More than 4 shaves for a farthing!—the actual experience of a Myatt Blade user. Superlative quality, plus the unique Day-marking that enables each edge to be rested in turn, has placed the All-British (Made in England) Myatt Blade ahead of its rivals. Each blade will carry you over many days." Buy a packet and see.

Myatt Blades PATENT DAY-MARKED For Gillette Type Razors only. 1/3 FOR FIVE

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DON'T DELAY, WRITE TO-DAY.

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Deal with the firm
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Post your instructions now, and receive your winnings (if over £5), two hours after the horses pass the post.

Although 30 years established, our methods are bang up-to-date. Look no further. Write for terms.

FOOTBALL.
Write for our coupons. The best issued.
SIX LISTS TO CHOOSE FROM.

Here to-day and every day,

MY 1, 2, 3 for the NATIONAL

Lord Derby's New Trainer should start the New Season well

I CAME away from Hurst Park after seeing my code selection, Silver Somme, win the four-mile Trial Handicap 'Chase very easily with the firm intention of making Mr. Liddell's mare my tip for the Grand National.

LIKE many of the critics who viewed the race, I think, providing she clears the first three or four fences, she stands a chance second to none. However, one has to take chances with the blue riband of the steeplechasing world, the race is all risks. The man who sticks a pin in the list of probable runners often has the last laugh.

AS the Trial 'Chase runners took the fence approaching the grand-stand there was a chorus of "Oh!" from the onlookers. Silver Somme appeared to brush through, but she got over. M. Connors—who was riding—remarked after the race that the composition of the early jumps make no difference to her. She lands safely, but if they were sheep hurdles she would take them sluggishly. I pay no attention to Silver Somme's race at Sandown Park. More than half of the Aintree horses would beat her over three miles.

AT the moment of writing no decision has been made about Jack Horner. If H. Leader can perform a miracle and sends him to the post I suggest a saver. Jack is as sure in his jumping as Silver Somme appears to be crude.

IT does not pay to be too dogmatic in regard to racing. I recollect a well-known writer stating before last year's Grand National that if Jack jumped the country he would finish ten minutes after the winner had passed the post. Mr. Schwartz's lucky purchase not only fenced beautifully, but considering the tiring nature of the race, finished with a rare burst of speed.

ANOTHER leading racing man put in black and white the bold assertion that he would eat his hat if Tapin won the Lincoln. I trust he enjoyed a good digestion.

I SHOULD like to give a long-shot to complete my 1, 2, 3, but nothing appeals to me so much as Thrown In. A glance at the race of last March reveals that there is not much to pick and choose between the gelded son of Beau Bill, Sprig, Master Billie, Misconduct and Pop Ahead, but I was very impressed by Thrown In's Cheltenham race. If the Hon. Hugh Grosvenor, the owner's son, who takes the mount once more, comes over the last fence with half a chance he will make a great race of it. My finals must read:

1. **SILVER SOMME;**
2. **JACK HORNER (granted a run);**
3. **THROWN IN.**

THERE will be a sprinkling of French invaders at the Liverpool meeting under both rules. Lomondside and Idolo de Savoia are two entries for the big hurdle race on the Saturday from overseas, and both may run. My French correspondent tells me that Lomondside has improved on the form he showed when trained by Persse, and the other, as a blood relation of Filibert de Savoie, is better class than usually goes hurdling in this country.

HE has passed on to me also some interesting news of M. Maurice Tillement. This French owner, who is a keen follower of jumping, has Rocking Chair and another horse entered at the meeting, and intends to run both with an idea of getting a line to English jumping form. He is preparing for an invasion in the near future with an idea of winning the Grand National. His plans include the erection of a duplicate of the course on his own estate at Metz, and though it may take some time to develop his plans there is no doubt that he is a man who generally achieves his ambition.

8 to 1 and 7 to 1
CODE WINNERS!

ITALIAN SUMMER 8—1 Wed.
SCOTCH EAGLE 7—1 Fri.

Code Naps are 33 points up on the Jumping Season!

I HAVE not much faith in the system of backing a jockey's mounts, or selecting a trainer to follow throughout the season. These stunts lead to the workhouse, but I do not think backers will be far out this week if they pin their hopes at Liverpool to Lord Derby's new trainer, Frank Butters.

BUTTERS has the Hon. George Lambton behind him as the manager of the black and white stable, and this strong combination is certain to play a big part in the new campaign. I shall not be at all surprised if they start off by adding to Lord Derby's Liverpool Cups with the aid of Schiavoni. This useful five-year-old, who is a son of Swynford, finished last season by beating Palma Bay and a fair field at Manchester.

Frank Butters, Lord Derby's new trainer

THE Saturday race-goer will find a supply of cotton-wool a useful commodity. A little wad in one ear, if not both, will save him from hearing a dickens of a lot of stumers from tipsters and race-course touts. At the last meeting I was at, the attendant who sold me a race-card leant out of his box to whisper that Billy Beck was a certainty. Billy Beck has missed at least half a dozen engagements during the past few weeks and he did not compete on this occasion. I paid sixpence for my race-card. I never pay more.

THE Calcutta Sweepstake is the bane of my life. I repeat what I said last year, and the year before, and the year before that year, much as I should like to do so, I am unable to obtain tickets, or numbers, as the issue is now, in this great lottery.

TO acquire a number you must be a member of the Calcutta Turf Club, or have a friend who knows a member. If your bank balance is sufficiently accommodating perhaps your bank manager can do the trick for you. There is an informative little article on the Calcutta Sweepstake—how numbers can be obtained, the distribution of the prize money, etc.—in "The JOHN BULL Racing Annual." If your newsagent is sold out he can get you a copy.

Self praise is, I know, no recommendation, but this is the fourth consecutive jumping season in which the code selections have shown a good profit.

"SILVER RING."

Two coded selections will be given daily in the following papers:—

Sporting Life and Sportsman, Chronicle Mid-day, Sporting Pink, Western Mail, Glasgow Noon Record, Irish Independent, Sporting Man, The Sheffield Mail, Leeds Mid-day Sporting Special, Birmingham Mail.

W K V R G O 3 C S F I A U II

P T E X B Z Q L M 2 N Y D J

How to read the code: In place of the letters or figures advertised in the daily papers read those above or below the line as the case may be. GZCUYXLJVX would read BOLD ARCHER.

The code will be changed in next week's JOHN BULL. It covers the racing from Wednesday, March 23, to Tuesday, March 29.

"Soccer" Selections

WEEK-END COUPS

6 HOME.—Everton, Manchester C., Notts. Forest, Bradford, Nelson, Dundee.

5 HOME.—Huddersfield, Wednesday, Nelson, Plymouth, Glasgow Rangers.

4 HOME.—Everton, Bradford, Stoke, Dundee.

3 AWAY.—Halifax, Brighton, St. Mirren.

3 DRAWS.—Sunderland v. Leeds, Blackpool v. Chelsea, Newport v. Swindon.

3 HOME, 2 AWAY.—Grimsby, Nelson, Aberdeen, Aston Villa, Halifax.

1 HOME, 1 AWAY, 1 DRAW.—Dundee, Burnley, Bournemouth v. Millwall.

SPECIAL 5 HOME (LEAGUE I. and II.).—Everton, Huddersfield, Leicester, Grimsby, Notts. Forest.

FORECASTS FOR APRIL 2

THE LEAGUE.—DIVISION I.

HOME WINNERS.—Aston Villa, Bolton, Burnley, Cardiff, Derby, Liverpool, Newcastle.
AWAY WINNERS.—Blackburn, Leicester.
DRAWS.—Arsenal v. Huddersfield, Leeds v. West Bromwich.

THE LEAGUE.—DIVISION II.

HOME WINNERS.—Bradford C., Chelsea, Hull, Middlesbrough, Notts Co., Preston, Southampton, Wolverhampton.
AWAY WINNER.—Portsmouth.
DRAWS.—Port Vale v. Fulham, South Shields v. Notts. Forest.

THE LEAGUE.—DIVISION III. (Northern).

HOME WINNERS.—Accrington, Barrow, Halifax, Hartlepools, Lincoln, Rochdale, Southport.
AWAY WINNERS.—Doncaster, Nelson.
DRAWS.—Durham v. Wigan, Stockport v. Bradford.

THE LEAGUE.—DIVISION III. (Southern).

HOME WINNERS.—Brentford, Brighton, Exeter, Luton, Merthyr, Millwall, Norwich, Southend, Swindon.
AWAY WINNERS.—Newport.
DRAW.—Northampton v. Bristol C.

THE SCOTTISH LEAGUE.

HOME WINNERS.—Celtic, Cowdenbeath, Dundee, Falkirk, Kilmarnock, Motherwell, Queen's Park.
AWAY WINNER.—Airdrieonians.
DRAWS.—Hearts v. Aberdeen, Partick v. St. Johnstone.

POST CARD.

To my Newsagent,

Now that the Flat is opened, please send me "The Sporting Life" regularly each day.

A. WISEMAN.

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Letter commissions accepted **from 1/-** upwards in accordance with our rules. All postages paid.

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THE FOOTBALL ACCOUNTANT,
19, Bride Lane, London, E.C.4

NOTHING BARRED IN SIX LEAGUES

Send at once for
CHALLENGER CREDIT COUPONS

THE TOTALISATOR
Established May, 1920.
STARTING PRICE GUARANTEED
GREAT METROPOLITAN. CITY & SUBURBAN.
First Pools, Singles and the Double Event close April 2.
Similar Pools returned last year:
Kyra ... ... 65/1 Win.
Warden of Marches 8/1 Win.
On Double last year:
Kyra & Warden of Marches.
560/1 win, 80/1 place.
Send a postcard for full particulars, Rules, List of Ante-Post Pools, Football Lists, etc.
THE TOTALISATOR,
St. Andrew Square, EDINBURGH.

BEST DIET ADVICE.

Sir W. Arbuthnot Lane has demonstrated the vital importance of proper diet in the maintenance of health, and as a remedy for illness.
Everyone who would appreciate a little free advice and guidance on this very important subject should write to the great diet expert, Mr. EUSTACE MILES (Dept. D.B.J.), 40, Chandos Street, London, W.C.2.
Mention any ailments and give FULL DETAILS of all foods and drinks at each meal.
Write name and address in CAPITALS, and enclose 1½d. stamp for postage.

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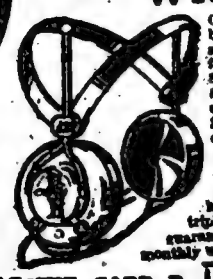
Any article advertised will be sent to responsible readers on receipt of the Coupon below (or copy) on ABSOLUTELY FREE APPROVAL. After receipt you send us 2/- only, the balance is then payable by small monthly instalments within everyone's means. Only one article can be supplied on these truly wonderful terms, and we reserve the right to refuse any orders. Irish and Colonial orders cash only.

SUPERIOR LEVER WATCH.
Gent's Full-size 7 plate Lever Watch, Solid Nickel Silver Case with inner case. Damp and dust proof. Well finished Lever movement. Pure white enamel dial with bold figures. Blue pen steel hands and seconds hand. Crystal glass. Very strong, handsome and serviceable watch which will keep splendid time for years. Fully warranted. Sent upon Free approval—2/- after examination and 2/- monthly until only 14/6 is paid. Cash with order (or within 7 days of receipt), price 12/6 only.

SOLID SILVER ENGLISH HALL-MARKED WRIST WATCH
Complete as illustrated, with expanding bracelet of choice design (Gent's style same price). Highest-grade and perfectly finished jewelled movement. Splendid timekeeper, fully guaranteed. Sent upon free approval. After receipt send 2/- balance 2/- monthly until 22/- only is paid. 2/- in the £ discount cash with order (or within 7 days).



HEADPHONES
Latest Standard Model. General Radiophone, super-sensitive and highly efficient. Magnets of highly expensive cobalt steel. Diaphragms triple-tested. Beautifully comfortable, highly finished, weight 7 ozs. Fully guaranteed. Sent on Free Approval. After receipt send 2/-, balance 2/- monthly until only 21/- is paid. Price full cash with order (or within 7 days), 21/-.

MASSIVE GARRARD LEVER WATCH
Heavy Silver-flashed case, double engine-turned back and cap over movement 10-jewelled non-magnetic compensated Lever movement. Dead accurate timekeeper. Bevelled crystal glass. Bold figures. Fine steel hands. Enamelled dial. Warranted 10 years. Sent on free approval. After receipt, send 2/- more; balance 2/- monthly until 22/- only is paid. Discount 2/- in the £ cash with order (or balance within 7 days).

COUPON (*CUT OUT OR COPY*)

To SIMPSON'S (Brighton), Ltd. (Dept. 2124), 94, Queen's Rd., BRIGHTON, SUSSEX.

Dear Sirs, Please send me:—

(Article required) .....

As advertised. If satisfied, I undertake to send 2/- on receipt and pay the monthly instalments in accordance with your terms, otherwise I will return the goods at once.

NAME (in full) .....

ADDRESS (in full) .....

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HOUSEHOLDER (Yes or No)..... AGE 21 or over (Yes or No)....
Goods CANNOT be supplied to persons under 21 without a guarantee by a Householder.

Indigestion and Anæmia

How Dr. Cassell's Tablets changed an existence of pain and weakness into one of health and activity.

Mrs. Abbott, Park Farm, Buckworth Lodge, Ellington, Hunts, writes:—

"It is a real pleasure to me to tell of the benefit I have obtained from taking Dr. Cassell's Tablets.

"Three years ago I commenced to suffer from indigestion and anæmia. My nerves, too, got so bad that I trembled at every sound, and for weeks together I never got a real night's rest. I dreaded going to bed, and was afraid to eat anything. Ten months' special treatment did me no good. I was then advised to try Dr. Cassell's Tablets, and I am thankful I did. After the first dose I felt an improvement. I slept better, my appetite improved, and soon health returned.

"Before taking Dr. Cassell's Tablets I dare not go anywhere for fear of fainting, but now I can go about with enjoyment and without fear.

"I feel I cannot be too grateful to Dr. Cassell's Tablets."

TRY THIS TO-NIGHT.
Take two of Dr. Cassell's Tablets at bedtime and note how well you sleep, how fresh and bright you wake in the morning, how fit you feel all day.

The Universal Home Remedy for
Nervous Breakdown
Kidney Weakness
Children's Weakness
Neuritis **Anæmia**
Indigestion **Palpitation**
Sleeplessness **Headache**
Neurasthenia **Wasting**
Nerve Pains
Specially Valuable for Nursing Mothers and During the Critical Periods of Life.

Dr. Cassell's Tablets build up and invigorate the nerves, promoting natural action of all the bodily organs. Digestion and assimilation are strengthened and the entire system toned up and restored.

Dr. Cassell's Tablets

1/3 and 3/- per box, from all chemists and stores.

2/- NOW and THE BIKE IS YOURS

I OFFER to readers of "John Bull" first-class Coventry-built cycles at **POUNDS BELOW** last year's prices.

Absolutely **GENUINE REDUCTIONS** have been made in thousands of brand new, fully guaranteed 1927 Models, any of which I will send on **14 DAYS' APPROVAL, CARRIAGE PAID,** on receipt of small deposit only.

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THE WORLD'S

GREATEST CHINA BARGAINS

Beautiful Dinner & Tea Services reduced from Two Guineas each to ONLY 22/6 each.

THIS GREAT CHINA BARGAIN (41 pieces), including patent china teapot with special inverted tea-saving strainer, safety lid, non-slip handle, and non-drip spout. 12 Cups, 12 Saucers, 12 Plates, 2 B.-&-B. Plates, Sugar Bowl and Cream Jug, all fine Crown china, prettily decorated.

A Lovely and High-Class China Service complete for 12 persons.

Each of these services sent well packed in strong crates free, for only 22/6 or both services 40/- ONLY. 2/6 deposit NOW will secure one of these services, and the balance can be paid by monthly instalments to suit your own convenience, when the goods will be sent.

Splendid presents are given with every service for cash with order.

The New Ivory-ware — *Tri-colour Dinner Set*

EVERY SERVICE COMPRISES—

3 Large Meat or Fish Dishes.	6 Dessert Plates.
6 Large Meat Plates.	2 Vegetable or Soup Tureens with Lids.
6 Large Soup Plates.	1 Gravy Boat.

26 Pieces in all.

Note the Deep Tureens with strong Side Handles.

Wonderful bargain offer to advertise the new tri-colour Ivory Ware Dinner Services A magnificent and high class service with the new three-colour glazed decoration of pretty rosette design. as illustrated, on ivory ground.

A FULL SERVICE FOR 6 PERSONS AT A GREAT NEVER-BEFORE-HEARD-OF BARGAIN PRICE. DON'T MISS IT.

Send your order NOW without any delay, you will be delighted with your bargain.

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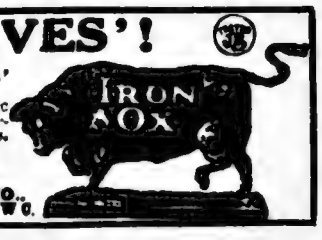
'NERVES'!



Don't let 'nerves' ruin your life. Iron-Ox tiny tonic tablets have relieved thousands.

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To advertise our goods we offer "Lucky Jumble" Parcels for 2/6 each (postage or carriage paid) for a short time only. Many contain goods to the value of £1 and over—Jewellery, Cutlery, Novelties, Watches, Clocks, Fancy Goods, Gramophones, Musical Instruments, Attaché Cases, etc., etc. **VALUE IN EVERY PARCEL.** Only one parcel to one person; sent only to readers in U.K. Name nearest railway station. **No favouritism. Mail Orders only.**

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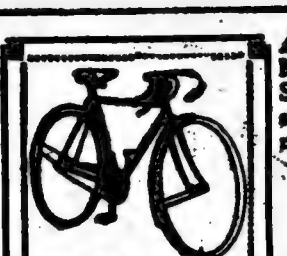

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A TRIUMPH OF

Modern Engineering Skill and Scientific Lightweight Cycle Construction—a "nut-shell" summing up of the

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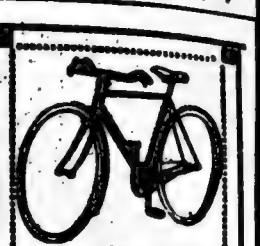

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SAXON "MASTA" MODELS. As illustrated above, are astounding value. Masterly productions, built on up-to-the-minute lines with Brazed-on rear stays. Quick release wheels, etc.

PRICE £6 18s.— Or £1 down, and 12s. monthly. GUARANTEED 10 YEARS

RIDE TO-DAY, PAY TO-MORROW Write NOW for Booklet and Easy payment terms, and learn how to own Britain's finest Lightweight at once. **YOUR MONEY IS CONSIDERED TO BE HELD IN TRUST ONLY UNTIL YOUR COMPLETE SATISFACTION IS ASSURED.**

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SAXON "CLUB" Models de Luxe Admittedly the Greatest Combinations of Science, Skill and Steel ever placed before the public in the shape of cycles. Built to your individual measurements throughout.

PRICE from £8 18s.— Or £1 down and 14s. 10d. monthly. GUARANTEED 20 YEARS.

SHAKE OFF WINTER'S COLDS & CATARRH with "NOSTROLINE"

The danger days of Winter linger on, though Spring is in the air. Is Winter leaving you with a legacy of Colds and Catarrh? Let Nostroline Nasal Specific save you from their clutches. "Nostroline" never fails to give instant and lasting relief in all Nasal Troubles. Its soothing, healing vapours cleanse, strengthen and restore from Nostril to Lung. Get "Nostroline" before the chemist shuts. Only 1/3. Use it to-night. See that your loved ones use it, too!

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Nasal Specific

From all Chemists. Price 1/3 & 3/-

Stops HEAD COLDS, NASAL CATARRH, SORE THROAT, and HAY FEVER.

Prevents INFLUENZA, BRONCHITIS, PNEUMONIA, DIPHTHERIA, MEASLES

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Fresh Youthful Skin Maintained by Cuticura

Daily use of Cuticura Soap, with touches of Cuticura Ointment when required, will do much to prevent pore-clogging, irritating rashes, roughness and other unwholesome conditions of the skin.

Soap 1s., Ointment 1s. 3d. and 2s. 6d., Talcum 1s. 3d. For sample each address: F. Newbery & Sons, Ltd., 27, Charter House, London, E.C.1.

Cuticura Shaving Stick 1s. 3d.

EASTER BARGAINS ON EASY TERMS

Any of the articles described below can be secured on the easiest of easy payments. We also supply MANGLES, CARPETS, LINO and BOYS' READY-TO-WEAR CLOTHING. Send for free lists as our EASY PAYMENT TERMS ARE THE LOWEST IN THE COUNTRY

From 1/9 Weekly secure the finest quality Bedding on exceptionally Easy Payment Terms. Our superb bale contains genuine superfine All-Wool Yorkshire Blankets, weighing 8 lbs., also White Fleecy Blankets, 1 pair Heavy Twill Sheets, 1 Dainty Coloured Alhambra Quilt, 1 Wadded Quilt, 2 Pillow Cases & 1 Bolster Case, all for full-size double bed. Only the best quality Bedding. Other Bedding and Household Requisites also on Easy Payment Terms. Send for FREE Catalogue.

SEND NOW

SUITS 1/6 TO MEASURE FOR Weekly

Order your suit from a reliable firm of experts (established over half a century). We can submit a most comprehensive range of patterns for suits, etc., comprising the latest shades in Derby Tweeds, Worsteds, Whipcords, Saxonies, etc., and guarantee you a correct fitting suit perfectly tailored, and delivered free within seven days. Send for latest style pattern book and self-measurement form. Breeches, Overcoats, Flannels, etc., also supplied.

Made to Measure from 32/6

A 3-SPEED CYCLE

Send for Particulars.

2/- Weekly B.S.A. 3-Speed on 7 Days' Approval.

Our Price £5-15-0

The famous B. & C. All-British Special Three-Speed Model, guaranteed 20 years. Fitted with B.S.A. 3-speed Gear, Hutchinson Super Cord Tyres, Coventry Roller Chain, B.S.A. Bottom Bracket, Brampton Hubs Three Coil Spring Saddle, and our own special rust-proof Frame with usual parts heavily nickel-plated.

Sold on the money-back guarantee and supplied only by

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You may now purchase the Famous Tan Sad Folding Prams on our unique Easy Payment System. Delivered direct from Factory, Carriage Paid and ready for use on payment of small deposit.

1/- Weekly Cash Prices from 19/6

Catalogues free on application.

JOHN BULL Replies

THE Editor may be flippant on this page, but his humour is kindly and never malicious. He likes to end up the week's work on a bright note. Serious questions are dealt with by the expert staff of our Free Advice Service.

• • •

A. H. (Brighton).—"What does Russia export?" Chiefly trouble.

M. J. (Pontefract).—"I never write any reply to a cad." We often do.

J. M. E. (Porth).—"What is intuition?" A woman.

J. H. (Plymouth).—"What is a man-trap?" A pair of silk stockings.

W. L. (Dover).—"I believe in early closing." Then shut up!

S. T. H. (Eastville).—"I can do anything on a farm." Can you lay an egg?

E. D. (Raglan).—"I write for my own amusement only." You've succeeded.

Mrs. G. (Derby).—"My husband smokes an awful lot." Then buy him some better ones.

H. H. (Esher).—"When I told the doctor about my wife's foot he just said, 'Rubber heels!'" What with?

Miss L. (Sowerby Bridge).—"I can mend silk stockings invisibly." Then you're darned near perfect.

P. A. (Sidmouth).—"What is good luck?" An unsuccessful man's verdict on a successful one.

Miss J. T. (Bristol).—"There was a lovely dress in the window." Sure it wasn't the lamp shade?

A. D. Y. (Shoreham).—"No big men are born in England now." No—only babies.

F. I. D. (Bewdley).—"What can stop a woman from having the last word." Only an echo.

C. A. (Smethwick).—"I think you must be very young and inexperienced." Never mind. Your letter put years on us.

N. R. (Stafford).—"My wife says you wouldn't see me if I called at your office." She must regard you as very insignificant.

G. T. (Harringay).—"Do you tire of answering foolish questions?" Yes; but one more makes no difference.

S. O. (Hornchurch).—"When the firemen arrived the fire had been put out." Were they put out, too?

T. Y. (Broome).—"Are there people beyond the pole?" We don't know. But there are a lot up it.

Mrs. W. (Hornsey).—"She actually lounced in and said I hadn't the manners of a pig." Well, you haven't, have you?

G. M. (Iver).—"He's a comedian with original ideas." He should do well. There's no competition.

M. L. K. (Wakefield).—"Can you recommend me a cheap place for drawing materials?" Paints, brushes or corkscrews?

H. E. (Morden).—"A really spiritual man to-day could turn water into wine." And a really spirituous one often turns a motor-car into scrap iron.

J. S. (Farnham).—"An American told me that some of the buildings in New York are a mile high." Yes—he comes from the land of tall stories.

"MYSTIC" (Keighley).—"I'll forecast your whole future if you have a guinea to spare." Which proves you no soothsayer or you'd know we had no guinea to spare.

A. Y. (Cobham).—"Some people don't think." No mind to, we suppose.

H. M. (Hendon).—"Women love to meet and drink tea." Sip and gossip.

P. M. (Southend).—"He can't look me in the face." What's wrong with it?

G. H. (Frinton).—"A pretty girl can generally get on." And off.

G. K. (Kilburn). — "He's knock-kneed." Heredity, accident or Charleston?

H. K. (Hammersmith).—"She offered me a penny for my thoughts." We're afraid she's inclined to be extravagant.

L. L. (Edinburgh).—"The streets are very up and down here." They're mostly up in London.

L. M. (Harrow).—"Some people take her part and some take his part." Are there any who mind their own business?

J. J. (Finsbury).—"What is the best way to keep the March frosts from seedlings." Plant them in April.

A. N. (Doncaster).—"A friend of mine dropped in and I tried over half a dozen of my songs." Is he still your friend?

N. K. (Luton).—"The way her baby cries is a scandal." Can't they hush it up?

P. N. (Crewe).—"I know twice as much about women as the average man does." Twice nothing is nothing.

L. N. (London, E.).—"I don't expect any financial reward for the enclosed essay." How right your instincts are!

G. J. (London, S.W.).—"A girl should be able to get her hair cut for a shilling." A bob a bobbed nob seems fair enough.

M. H. (Brampton).—"I was egged on to appear on the platform." Were you egged off as well?

P. N. (Brighton).—"This is the most fashionable seaside resort." It's certainly shingled and permanently waved.

L. G. (Edinburgh).—"Do you know the population of London?" Only some of them.

T. L. (Chatham).—"I get tanned on my last holiday at the seaside." Try to be a better boy this year.

LUCIE (Manchester). — "Actors are always quarrelling." Yet they don't want anybody to take their part.

N. T. (Portsmouth). — "Everything comes to him who waits." Even the waitresses in popular restaurants.

M. V. (Midhurst).—"I want time for writing an essay on a difficult subject like this." Judging by the one you enclose, you deserve it.

A. W. (Willesden).—"He has been engaged to half a dozen girls and has always used the same ring." Six birds with one stone!

J. T. (Eltham).—"I didn't join in the community singing at the football match." That was very considerate of you, especially as the affair was broadcast into a million homes.

LIFE isn't all honey! Difficulties arise and put some bitterness in it. To get these out of the way, get JOHN BULL'S Free Advice Service to help you. Simply send particulars, written in ink, with stamped, addressed envelope.

• • •

Miss F. (Weymouth).—"Have you lived in London all your life?" Not yet.

Mrs. I. (Hambridge).—"I much prefer black hats." A darkness that may be felt so to speak.

LILLY (Taplow).—"There are two women I thoroughly admire." Who's the other one?

B. G. (Leeds).—"A small grocery business would do." Both small and large very often do do.

G. O. (Birmingham).—"I mean to climb much higher than this." Then you'll have to keep on the level.

G. G. (Newbridge).—"A chain is as strong as its weakest link." And a brain as feeble as its silliest think.

Miss F. (Manchester).—"I mean to take things very easily in this new place." But how if they keep them all locked up?

Mrs. J. (Kendal).—"It's never too late for a man to mend" Nor for a woman to keep an appointment.

T. J. (Dumfries).—"All I like about Scotland is the whisky." With all her faults you love her still!

M. H. G. (Little Marlow).—"Take man from the earth and what would follow?" Woman.

DORA (Brixton).—"If a fellow gets fresh a girl should sit on him." She generally does.

M. F. G. (Stirling).—"Don't you think my story has a happy ending?" Yes, we were very glad to get to the end.

LAURA (Watford).—"I told him I should be very happy to share his lot." How did you know he had a lot?

F. J. (Linsdale).—"A burglar who broke into our house had a hot bath before he left." His idea was to show a clean pair of heels.

BACHELOR (Harrow).—"Women pretend to be fair, but they aren't." Some, we admit, are probably brunettes at the roots.

R. C. (Goole).—"The gramophone next door is going all day long." Win the *Bullets* £1,000 this week and go yourself.

M. M. (Tottenham).—"Habits of early childhood very often stick." Oh, we don't know. How many men drink a bottle of milk for every meal.

Mrs. F. (Riccall).—"There are some words which are a mockery to me." Such as the word "hot" over the taps when the fire's gone out.

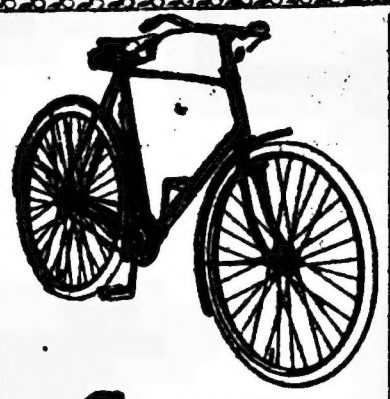
Mrs. L. (Matlock).—"You'll find all women cast in pretty much the same mould." And some are much more mouldy than others.

Mrs. L. (Canterbury).—"This year I am planting a fig-tree in a sheltered corner." Heavens! Have the fashions come to that?

M. H. (Bradford).—"There is money to be made in retailing birds." You astonish us. We always thought they grew their own.

Miss E. (Denby Dale).—"My friends laugh because I'm so much shorter than my fiancé." He'll be shorter when he's married.

(Many replies unavoidably held over.)



SWIFT

PERFECT RUNNING for 27,000 MILES.

A STARTLING proof of Swift reliability comes from Essex. Mr. Smythe, of Ridgewell, advises us of having covered the astounding distance of 27,000 miles during 1926 on his Swift Light Roadster. Riding most days and many nights, he experienced no mechanical trouble. Can you imagine any greater proof of the cyclist's motto:—

If it's a Swift it's SURE—

Cash Prices from £5 19 6. Easy Payments from 3½d. per day. *Catalogue and full particulars of our Easy Payment System from*

SWIFT OF COVENTRY LTD. (Dept. 16), COVENTRY.

London Showroom: 138/9, Long Acre, W.C.2.

THE PRESCRIPTION YOUR PHYSICIAN WRITES

℞ for Nasal Catarrh

Glyco-Thymoline for relief from catarrh. Not after days of dosing. Instantly! 19,567 doctors have used it. A twice-daily spray keeps you free.

A daily spray of Glyco-Thymoline is your surest protection against germs that enter the system by the nose and throat.

At all chemists, 1/10, 3/6, 7/6.

THOS. CHRISTY & CO., 4-12, Old Swan Lane, London, E.C.4.

MAKE SURE YOU GET

GLYCO-THYMOLINE

NOT SOMETHING NAMED TO SOUND LIKE IT.

DRINK THIS "TEA" FOR YOUR RHEUMATISM

I have a simple but WONDERFUL REMEDY for Rheumatism, Neuritis and "acid" complaints. Not a drug nor medicine but a tropical plant called HERVEA. A beverage is made of the tiny leaf, which you prepare and drink like ordinary "Tea." No trouble or fuss, you make it in your own home; the RELIEF IS FELT AT ONCE, and becomes evident more and more every day. Hundreds of people in all ranks of life have received lasting benefit and have sent me letters praising this wonderful little plant. Drink a cupful of HERVEA each morning, and you will feel a different being. The reason is that it expels the uric acid poisons and PREVENTS NEW ACCUMULATIONS of further acid deposits in the system.

TRIAL PACKAGE FREE.

Just send me your name and address, stating Mr., Mrs., or Miss; also a stamp for postage, and I will post you Free of Charge a trial package. If you feel that you are getting benefit I will supply a further quantity at a small charge. I do not vend patent medicines, but can say, from my own personal experience, that the product now offered is most effective for Rheumatism and allied complaints, and what it did for me in a few weeks it should do for you, if you will give it a fair trial.

Address:—

Mr. H. LEE, Colonial Importer,

(Dept. 479), 37, RED LION ST., LONDON, W.C.

N.B.—As the selling of this product is distinct from my regular business, please mark your envelope "HERVEA" in the left-hand corner and possible delay will be avoided.

"Really Wonderful"

"The Ointment is really wonderful — its sphere of usefulness seems limitless." This is one of 10,000 medical testimonies. Sphagnol soaps and ointments embody one of nature's most wonderful remedies — peat distillate. They are unequalled for ECZEMA, ACNE, PSORIASIS, PILES, SEPTIC WOUNDS, BURNS, CHILBLAINS, and all skin and scaly troubles.

free

Send name and address for free samples.

Sphagnol

SOAPS & OINTMENT

Peat Products (Sphagnol) Ltd. (Dept. J.9), 18-19, Queenhithe, Upper Thames St., London, E.C.4 108-33

"The Greatest of These . . . . . "

Homes of Sorrow

Everyday Tragedies in the Lives of the Poor

IN a small country town a man and his wife and three children are living in a single room, though a little more than a year ago they had a comfortable home. Sickness and depression in trade have reduced them to this dire condition.

And how dire it is! The walls stream with water when it rains and it is difficult to keep the bedding dry. The man, who served in the Army throughout the war, has been bedridden for months.

The children have to be sent to school with no better breakfast than a sop of bread and tea, and their clothes are woefully inadequate.

The mother has been endeavouring to make ends meet on 14s. a week, and to make matters worse it will not be long before there is another mouth to feed.

In another rural district a man has been lying ill for six months in consequence of an accident in circumstances which do not entitle him to compensation. His only income is State insurance benefit of 16s. 6d. weekly. There are seven children, the youngest a baby eleven months old.

IN a third district, a widow is struggling bravely to maintain herself and six children under twelve. Her husband, who fought in France and returned unscathed was killed by a motor-car.

As his death was the result of an accident, she was unable to claim damages for the loss of the bread-winner. She has nothing but the widows' pension, which is quite inadequate to maintain such a large family.

The above are three cases taken from among many more recently relieved by "The Greatest of These—" Fund.

Please help us to carry happiness into these homes of sorrow. Every penny contributed to the fund is expended in relief without any deduction whatever.

"The Greatest of These—"

Registered under the War Charities Act as the JOHN BULL *War Sufferers' Fund. All cheques should be made payable to the Fund, and donations addressed to the Hon. Secretary, at 93, Long Acre, London, W.C.2. Every penny that is subscribed to "The Greatest of These—" Fund goes to give help to the needy. All the expenses of administration are borne by* JOHN BULL.

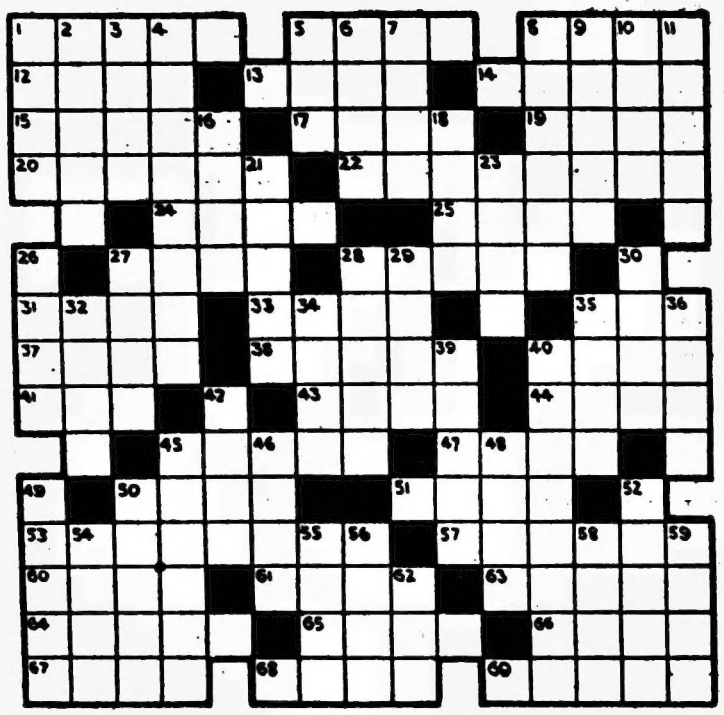
ACKNOWLEDGMENTS

I. O. M., 1s. 6d.; Miss Cornwell, 6d.; E. Perry, 3d.; Miss Mystry Wakefield, 1s.; B. Blackman, 2s. 6d.; H., 2s. 6d.; Anon., 6d.; E. J. W., 6d.; Judeh Rust Platt, 3s.; Wellwisher (Chichester), 1s.; Finchley Nurse and Prittlewell, 3s. 3d.; Anon., 6d.; A. K., (Ashton-u-Lyne), 10s.; A Disabled Soldier, 1s.; W. R. O., 2s. 6d.; A Mother, H. C., 5s.; W. J. Frost (Worthing), 5s.; Exonian, 1s.; H. Cirillis (Tottenham), 1s.; K. A. B., £2 16s.; E. J. J. Litty, 1s.; B. Lyson (Uttoxeter), £1; J. Doherty (Londonderry), £5; Mrs. Goddard (Saxmundham), 3d.; E. C. (Bradford), 1s.; Mrs. M. E. Mossom (Newcastle-on-Tyne), 2s.; Bvdand, 3s. 6d.; B. Dale (Sherel, 2s. 6d. From a Friend, 2s.; Grateful (Blackpool), 1s.; C. W., 5s.; Crewe Reader, 1s. 6d.; "For Luck," 2s.; E. B. Bolton, 6d.; F. W. G., 2s. 6d.; Mr. L. R. Thomas (Llandilo), 1s.; Ulster, 1s.; Gift for Luck, 6d.; Camera, 1s.; 1927-2, 6d.; A Little Now, 4s.; Me (Liverpool), 10s.; St. Anthony, 2s. 6d.; J. N. S., 9d.; Laboürer, 2s. 6d.; Grateful Heart, 2s.; Appy, 1s.; A Mean Scot (Orkney), 3s.; P. A. S., 2s.; G. Merrick (Sudbury), 2s.; Anon., 2s.; Top of the Second League, 7d.; A. G. R., 1s.; Anon., 2s.; A. H. Wilson, 2s. 6d.; L. S. (Bulwell), 5s.; A. McDonald (Brockenhurst), 1s.; ?, 2s.; Mr. E. Hazell, £1; Mrs. Pharoah, 7½d.; Anon., 2s. 6d.; M. Nicholls, 2s. 6d.; Mr. Thos. Veale, 2s. 6d.; A. Thom (Aberdeen), 4s.; J. Macgregor (Carlisle), 6d.; James Brindle (Broughton), 2s. 6d.; A. K. (Ashton-u-Lyne), 10s.; J. Riley (Sheffield), 2s.; Clarico, 1s.; New Reader, 1s.; From a Friend, 2s. 6d.; S. A. G., 1s.; Fiddle-de-dc, 1s.; J. B., 1s.; A Reader, 1s.; Mr. Peter Stuart (Kincraig), 2s. 6d.; Mr. J. Benn (Garston), 2s. 6d.; Mr. S. Tannen, 4s.; Miss M. A. Bevan, 1s.; Soccer Follower of Peterborough, 3s.; Mrs. M. Lloyd, 2s.; Mr. F. Nuttall, 1s. 3d.; Mr. Abram Aarons, 1s.; Anon., 2s. 6d.; H. P., 5s.; Mr. J. Hardy and Family, 2s. 6d.; Bicycles, 2s.; T. C. (Norwich), 5s.; Mrs. M. A. Hicks, 5s.; A. F. Fox, 6d.; E. Perry, 3d.; M. Hollingsworth, 6d.; C. T. S., 9d.; E. Tuffield, 2s.; T. Hardy (Falkirk), 6d.; Mr. P. Hoadley (Bournemouth), 9d.; Mrs. Main (New Elgin), 1s.

(Many acknowledgments unavoidably held over.)

Our Cross-Word Corner

Try This One!



CLUES DOWN

1. Companion.
2. Fertile spot.
3. Sussex river.
4. Criterion.
5. As written.
6. Soft mud.
7. Plant from which linen is obtained.
8. Association football.
9. A tartan.
10. Affected manners.
11. Famed.
16. Burden.
18. Tear.
21. To inflict.
23. Lifelike.
26. Molten rock.
27. Prison.
28. Yielded.
29. Border.
30. To seethe.
32. The cheek.
34. Healthy.
35. Ancient Roman robe.
36. An excuse.
39. To throw out.
40. To reduce in compass.
42. End.
45. To distort.
46. Offensive to the eye.
48. To lie in wait.
49. Sharpens razors.
50. Sound of a frog.
52. Shelter.
54. Residence.
55. Not difficult.
56. Fall.
58. Sacred Buddhist language.
59. Small lizard.
62. Pass away.

CLUES ACROSS

1. Seaboard.
5. Couch.
8. Nine inches.
12. A stag.
13. Ancient musical instrument.
14. A page.
15. Customary.
17. Former Russian ruler.
19. Vehicle.
20. Small fresh-water fish.
22. Practice.
24. To venture.
25. Want.
27. A green stone.
28. Red wood.
31. Half open.
33. Terrified.
35. Summit.
37. Empty.
38. A small anchor.
40. Wind in a ring.
41. Boring instrument.
43. A side glance.
44. Another form of above.
45. Past tense of "will."
47. A forearm bone.
50. A rugged rock.
51. Potato.
53. Excited.
57. A surgical saw.
60. Origin.
61. Three feet.
63. A playing card.
64. One of the United States.
65. Earth.
66. Killed.
67. A toy dog.
68. Style.
69. A pretence.

The solution of last week's Cross-word Puzzle is on page 33

HAVE YOU AN ACID STOMACH?

When wind, pain, and distress follow a good meal, it is a sure sign of too much acid in your stomach. Get rid of it now, for it is dangerous. Acid is the cause of ulcers. No matter how much acid there may be in your stomach, you can enjoy and relish your next meal without fear of any after-effects if you have 'Bisurated' Magnesia handy to prevent the trouble before it starts. Try it. Eat whatever you like, and then take a little 'Bisurated' Magnesia to neutralise the acid, sweeten your stomach, and protect the stomach lining. Doctors recommend 'Bisurated' Magnesia—thousands use it—because it will positively prevent stomach trouble or stop the worst attack of indigestion in less than five minutes. Get a 1s. 3d. package of 'Bisurated' Magnesia (in either powder or tablet form) from your chemist, use as directed, and your indigestion and stomach troubles will go like magic.

THIN? YOU CAN PUT ON FLESH

If you are thin, weak, nervous, or run down, Blood-Iron Phosphate will not only help you to put on flesh, but it will also help you to look and feel stronger and better than you have for months. This is due to the fact that Blood-Iron Phosphate is a reconstituent tonic remedy containing *assimilable* iron to enrich the blood, and organic phosphate to nourish the starving nerves. As a result, thin people soon fill out into normal fine-looking men and women with calm, steady nerves. Go at once to any good chemist and get enough Blood-Iron Phosphate for a fortnight's trial; it costs only 3s., and is certain to do you a world of good. Anyway, you don't risk anything, for Blood-Iron Phosphate is so good that you can try it under a guarantee of satisfaction or money back—a proof of its real merit. Better try it to-day.

Save £4

ALL YOU PAY IS *LESS THAN* 3D A DAY

A great chance for you to save £4, and have a famous SELBY ALL-BRITISH DE LUXE 3-speed Cycle. GUARANTEED FOR A LIFE TIME. STURMEY-ARCHER 3-SPEED GEAR, DUNLOP CORD (REINFORCED) TYRES, Lycett Saddle, HANS RENOLD CHAIN, etc., etc. PACKED FREE, CARRIAGE PAID, DIRECT FROM FACTORY FREE TRIAL. Immediate delivery on payment only of SMALL DEPOSIT. Wonderful EASY TERMS. Money refunded if dissatisfied.

Selby

WRITE FOR FREE ART LIST.

The SELBY MFG. Co., Ltd. (Dept. 415), 21a, Finsbury Street - - - E.C.2.

LAST WEEK'S HUGE FIRST and NEW GIFTS! LAST WEEK!

£1000

2nd. Prize £100 | 4th. Prize £25 | 100 Prizes of £10 | 5th. Prize 10 Prizes of £5 | 10 Prizes of £2 | 3rd. Prize £50

200 Prizes of 5/- | 12,000 TARGET PRIZES | 1,000 Prizes of 2/6

200 Bullets Gifts!

Canteens of Cutlery, 45/- Cameras, Portable Gramophones, Ladies' Gold Wrist Watches, Mahogany 8-day clocks & many other valuable prizes.

ADDITIONAL GIFTS!

50/- Loud Speaker, Bale of Blankets & Sheets, 42/- Tennis Racket, Folding Baby Carriage, 6 Pairs Pure Silk Stockings, 42/- Cricket Bat autographed by Jack Hobbs

CHOOSE YOUR OWN PRIZE!

A Gift for You?

WINNING a *Bullets* Gift is like going into some huge departmental store with a voucher worth two or three pounds in your pocket.

Many a *Bullets* Gift-winner makes a bee-line for the household department, where his choice falls on a Canteen of Cutlery, a case of Fish Knives, Forks and Servers, or an attractive Oak Barometer. A handsome Inlaid Mahogany Clock is another very popular Gift, whilst the Bale of Blankets and Sheets just in from the manufacturers is making an immediate appeal to the family man.

Other winners are plumping for the Ingersoll Wrist Watch, the Waterbury Dress Watch, or the Silver Cigarette Case. Such prizes as these can be conveniently carried in one's pocket; the people who scoff at competitions soon change their tune when they are confronted with such tangible evidence of success in *Bullets*.

Of all the messages of appreciation which *Bullets* Gifts have brought, none was more acceptable than the line or two from a tiny mite whose mother had selected a Ten-and Cycle from the long list of Gifts available.

One winner, Mr. E. E. Morrison, of "Oaklea," Queen Alexandra Road West, North Shields, chose a Portable Gramophone. "Since its arrival," he writes, "wireless has taken a back seat. It is a splendid instrument and comes up to *Bullets* quality in every respect." On the other hand, many winners are superseding their gramophones with the 50s. "Orphean" Loud Speaker—another new addition to the list.

Lady competitors have never found it more difficult to make up their minds than when invited to choose a *Bullets* Gift. The dainty little Gold Wrist Watch looks so tempting, but then, so does the Crocodile Handbag. Two new attractions for you are the best of 6 pairs of pure Silk Stockings in the shade of your choice and a substantial Leather Week-end Case, silk-lined throughout and fitted with pockets.

Summer is at hand, and tennis players will welcome the timely introduction of a 42s. "Pytchley" Tennis Racket into the list. For cricket enthusiasts there is a 42s. "Oval" Cricket Bat. A possession to be proud of, this, for each bat is specially selected and autographed by Jack Hobbs himself.

We are shortly issuing a new edition of the *Bullets* Gift Booklet, containing complete details of all Gifts available, including the recent additions to the list. If you would like a copy, send a postcard to the Competition Editor.

A good *Bullet* may win you £1,000 this week. Moreover, two hundred consolation competitors will gain the privilege of choosing a *Bullets* Gift in this big contest. Which prize do you want?

Examples for "Bullets" Competition No. 632

THE BRITISH WAY
FRUITS OF LABOUR
VOICE OF THE PEOPLE
TURKEY'S JOB
AT THE NEXT ELECTION
[illegible]
AT BIG GUN
FRIARS' BOYS
WHAT THE CHINAMAN SAID
THE SPRING
[illegible] YESTERDAY
SEEN IN THE PAPER
POOR FATHER
PRICE WE PAY
IN [illegible]
GOOD TO HIS WIFE
DISTRESSFUL
[illegible] HIDING
WAY TO WIN
TRIFLE AWKWARD
TIME WELL SPENT
GETTING TOGETHER
GRATEFULLY
AT HER HAIRDRESSER'S
THE CLUBS
A MILLION TO ONE
FALSE MOVE
[illegible] HIS BACK
LIKE HE
MISTAKE HAS MADE
LOVE AND MONEY
WHEN NATURE AWAKES
NEW SERVANT
PASSING
WITHOUT A SMILE
I'M AFRAID
IF TOBACCO WERE PROHIBITED
HEADS IN BARRACKS
INSULTING
WHAT IS SENSE?

"BULLETS" RULES.

1. The First Prize will be awarded for what in the opinion of the judges in consultation with the Editor is the best Bullet received, and the other prizes in order of merit, the test being cleverness, aptness and originality.

2. Only two attempts may be written on each coupon, and a postal order must be enclosed at the rate of 6d. for each Coupon made use of. This must be made payable to JOHN BULL, and crossed ——— and Co. Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

4. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry.

Employees of Odhams Press are not eligible to compete.

HOW TO MAKE "BULLETS"

THERE is nothing difficult about *Bullets*. All you have to do is this. Select any of the *Examples* below—then give any TWO, THREE, or FOUR words with some bearing upon it. These specimens will guide you:—

Example:—BAD BOY — *Bullet:*—"GETS IT" FROM FATHER.
Example:—WIRELESS PROGRAMME — *Bullet:*—WORLD TO THE BLIND.
Example:—WRONG WAY — *Bullet:*—ARGUE—ARMAMENTS REDUCING NATIONS.

ENCLOSE A POSTAL ORDER AT THE RATE OF 6D. FOR EACH COUPON USED.

Address Coupons to "Bullets" No. 632, "John Bull," Long Acre, London, W.C.2 (Comp.)

Example _____ Closing Date, Thursday, Mar. 31.
Bullet _____
Example _____
Bullet _____
(632) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 2 Coupons, send P.O. for 6d.
Signed _____
Address _____

Example _____ Closing Date, Thursday, Mar. 31.
Bullet _____
Example _____
Bullet _____
(632) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 3 Coupons, send P.O. for 1s.
Signed _____
Address _____

NB "Bullets" must consist of Two, Three or Four Words.

Example _____ Closing Date, Thursday, Mar. 31.
Bullet _____
Example _____
Bullet _____
(632) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 5 Coupons, send P.O. for 1s. 6d.
Signed _____
Address _____

Example _____ Closing Date, Thursday, Mar. 31.
Bullet _____
Example _____
Bullet _____
(632) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 4 Coupons, send P.O. for 2s.
Signed _____
Address _____

NB If you wish to send in further "Bullets" you can write them on plain paper.

The original cheque for £100 awarded to the First Prize-winner in "Bullets" Competition 626 can now be seen in the window of Mr. F. H. Lake, 77½, High Street, West Norwood, S.E.

SPECIAL REMEMBRANCE PRIZES.—Cheques for £10, £5 and £2 respectively will be paid to the Remembrance Fund whom the winners of the three chief "Bullets" Prizes in Competition No. 632 have permitted their employer "John Bull."

The Result of Competition No. 631 ("Bullets" Ideal House Offer) will appear in our issue dated April 9th.

Irving's Yeast Vite Tonic Tablets

YEAST IS LIFE!

ONE of the greatest discoveries of the century! Pure Yeast and Vitamins—No harmful drugs. The gentle fermentation of Yeast-Vite when in contact with the gastric juices of the Stomach causes a stimulating, buoyant feeling of extreme vigour. This wonderful Yeast-Vitamin Treatment is guaranteed to be safer, quicker and more effective than Aspirin.

YEAST-VITE IS RICH IN VITAMIN B.

An eminent specialist, in his article on Health, has emphasised the importance of Vitamin B as a tonic which causes the nerves to function properly. And in his list of essential foods he mentions YEAST as rich in Vitamin B.

When out of sorts or depressed, take 1 or 2 YEAST-VITE Tablets, and feel fresh and frisky in a few minutes.

The Lightning Pick-me-up.

IRVING'S *Yeast-Vite* TABLETS will relieve:—

Headache, Neuralgia, etc. .. .. in 5 min.
Indigestion, Flatulence .. in 5 to 10 min.
Biliousness, Dizziness, Depression, in 10 to 15 min.
Disordered Stomach, Liver, etc., in 10 to 15 min.
Influenza Colds, Fever .. .. in 24 hours

Read These Testimonials

—a few of thousands received.

28015—P. W. H., Charterhouse: I have pleasure in testifying to the efficacy of Yeast-Vite Tablets in cases of great depression, anxiety or worry. Without a doubt they are wonderful pick-me-ups.

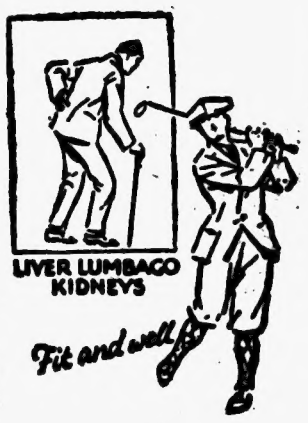
28010—Nurse G. C., Chiswick: I feel I must write and tell you how very much better in health I have been since I started taking your wonderful "Yeast-Vite" Tablets. I have been in a poor state of health for some considerable time, and have tried quite a number of different tonics, but have not yet found anything to equal "Yeast-Vite."

28005—E. W., Shepherd's Bush: I feel that I should write and tell you that I have derived great benefit from "Yeast-Vite," and after taking it for about two days felt different altogether. For some time past I have been feeling very run down, could not sleep and was a bag of nerves, and could not cheer myself up. Now I feel quite fit and bright and have gained 2 lbs. in one week. I work in a large Government office, and have recommended them to numerous members of the staff, and they also say that they feel very satisfactory results. Wishing you every success with your undertaking.

£100 Cash will be paid to anyone proving that the above extracts from unsolicited testimonials are not genuine. We have received nearly 45,000 letters from satisfied users in less than 3 years which are open to inspection.

CAUTION.—Beware of Imitations! See the name Irving's Yeast-Vite on every carton and bottle and sealed with Government Stamp. Refuse fraudulent substitutes which are worthless.

IRVING'S YEAST-VITE LABORATORIES,
"Cecil House," Holborn Viaduct, London, E.C.1.



OUR GUARANTEE
Obtain a 1/3 bottle of Irving's YEAST-VITE tablets from your chemist. If not thoroughly convinced of the wonderful power of these tablets BY ACTUAL RESULTS, post the empty bottle to us, and we will refund the money by return of post.

Send postcard for free treatise on Anæmia, Nerves, Constipation, Colds, Insomnia, Rheumatism, Pains, &c.

A Cushion of Terry SPRINGS

gives comfort where needed.

The "Terry" spring seat saddle has no hard spots. It shapes to you, and damps out all shocks and vibrations. Doctors recommend the "Terry" because it protects the spinal nerves from strain and the body from soreness. Order with the new mount, or to make the old one luxurious riding. C.T.C. and ordinary cycle models for Ladies' and Gent's, 18/6 each. Motor-Cycle models 14 in. by 14 in. 45/-; 13 in. by 13 in. 39/-, for seat pillar or 3-point fittings. Pillion models 47/6 & 41/6. List free.

Write us in case of difficulty.

Patented at home and abroad.

HERBERT TERRY & SONS, LTD., Redditch, England.

Order YOUR Bike NOW

and get in "form" for EASTER.

Feel "fit" and enjoy life! A few exhilarating rides awheel will speedily tone up your system, develop your muscles and put you in the pink of condition. You will then be able to cycle long distances to picturesque places at a merry pace without becoming fatigued.

So ORDER YOUR BIKE *NOW*. You need not worry about the cash. Because we will deliver either a new season's lady's or gentleman's No. 400A Mead "Marvel" Roadster as soon as you remit

2/6 Deposit

Balance payable (after delivery) in small monthly instalments.

In our 28-page catalogue we offer you the choice of 28 different models, any of which you can obtain at exceptionally LOW WHOLESALE FACTORY PRICES on Easy Cash or Credit Terms.

Whatever cycle you select will be sent packed free and carriage paid on 15 days' free riding trial. Money refunded if you are not satisfied.

Remember — the earlier you order the sooner you will be in fine 'fettle' for cycling to far away beauty spots. So DON'T DELAY. Write TO-DAY for our reduced factory quotations — and *SAVE POUNDS.*

MODEL No 400 £4·19·6 CASH

Mead
CYCLE COMPANY, INC., (Dept. 3110), Sparkbrook, Birmingham.

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